

September
1993

XXND

IND[®]

S U P E R S P E C I A L 1150

\$3.50
Cheap!



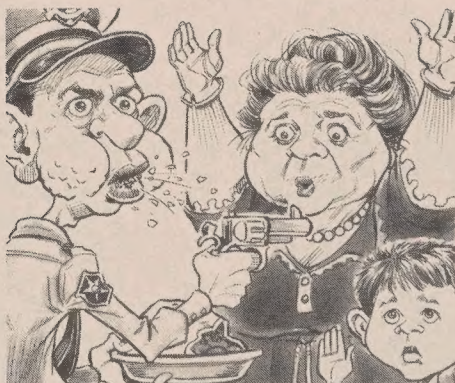
96
PAGES
**FLUSHED
OUT**
of
Previous
Issues!

Including
33 PAGES
of
TV COMEDY
that will
BOWL
You Over!



◀B

SITCOMS



MAD SUPER SPECIAL 89 SEPTEMBER 1993



DEPART

MURPHY'S BORE DEPARTMENT "Beverly Hills Slop, Tool" (A MAD Movie Satire)	2
WITHHOLDING TACTS DEPARTMENT Nationwide Survey Results that Advertisers Never Tell Us About	7
SERGE-IN GENERAL DEPARTMENT A MAD Look at Fast Food	10
HAVING A TRUTH PULLED DEPARTMENT A MAD Look at Some Widely Held Misconceptions	12
FUN-RAISERS DEPARTMENT Charity Drives We'd Like to See	14
REQUIEM MASS-COT DEPARTMENT Obituaries for Merchandising Characters	17
BERG'S-EYE VIEW DEPARTMENT The Lighter Side of	20, 70
"WHERE'S THE THIEF?" DEPARTMENT The Criminal Yellow Pages	25
JOKE AND DAGGER DEPARTMENT Spy Vs. Spy	63, 85
AND NOW AN ABSURD FROM OUR SPONSORS DEPARTMENT MAD's Advertising Gullibility Test	64

THE 33-PAGE MAD SPECIAL SITCOM SECTION BEGINNING HERE WAS PUBLISHED IN FRONT OF A LIVE STUDIO AUDIENCE!	
MR. MOM-A MIA DEPARTMENT "Boob's The Boss?" (A MAD TV Satire)	30
TEACHER'S PEST DEPARTMENT "Head of the Crass" (Another MAD TV Satire)	35
A BAD CASE OF THE RE-RUNS DEPARTMENT "The Andy Ginning Show" (Yet Another MAD TV Satire)	40
"I Love Lury" (And Another MAD TV Satire)	48
"Forget Smart" (Yes—Another MAD TV Satire)	56
ALIEN LIFE FARCE DEPARTMENT "Ariul" (You Guessed It—A MAD TV Satire)	42
OUR PREACHER PRESENTATION DEPARTMENT "Amends" (Can It Be? Is This A MAD TV Satire?)	50
UP, UP AND OY VEY DEPARTMENT Living On The Edge	55
IMMIGRATING ON OUR NERVES DEPARTMENT "Perfectly Strange" (Don't Worry, It's The Last MAD TV Satire!)	58

MENTS

INAPPROPRIATIONS DEPARTMENT Why The U.S. Government Really Spends So Much	66
WEIGHT AND SEE DEPARTMENT Drama On Page 69	69
PETTY-SAVERS DEPARTMENT The Collector's Newsletter	75
CREATURES FROM A HACK BUFFOON DEPARTMENT Your Pet Knows	78
LOCO-EMOTION PICTURE DEPARTMENT (A YEAR TO DISMEMBER) "Stand But Me" (Another MAD Movie Satire)	80
PERPLEX EDUCATION DEPARTMENT MAD's Modern Day Puzzlers	86
THE SHADOW STILL DOESN'T KNOW DEPARTMENT More Celebrity Silhouettes	88
REVIEW TO A KILL DEPARTMENT The MAD Movie Critic's Pledge	90
ALTER EGOS DEPARTMENT In The Beginning	91
FICKLE SINGLE OF FATE DEPARTMENT A MAD Look at People Even Lonelier Than the Maytag Repairman	94

FRONT COVER ARTISTS: IRVING SCHILD AND PETER SUN

WILLIAM M. GAINES founder

NICK MEGLIN and **JOHN FICARRA** editors **LEONARD BRENNER** art director **THOMAS NOZKOWSKI** production director
CHARLIE KADAU and **JOE RAIOLA** associate editors **DICK DE BARTOLO** creative consultant
ANDREW J. SCHWARTZBERG editorial asst. **CONTRIBUTING ARTISTS AND WRITERS** the usual gang of idiots

MAD SEPTEMBER 1993 super special number 89. MAD Super Specials are published six times a year by E.C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022. Entire contents copyright © 1984, 1985, 1986, 1987 and 1993 by E.C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022. The names and characters used in MAD friction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

Talk about being down and out for some new ideas, now they're dishing out...

BEVERLY HILL.

Taggem,
Rosewater,
how ya
doin',
guys?

Axewell Folly,
how'd you
find us,
ol' buddy?

It was easy! I just followed the trail of wrecked cars and wild gunfire!

Come out with your hands up and move this **double-parked** vehicle or we'll amplify the **soundtrack** another **1,000 decibels!**

What's going on here? The Chief removed you two from the Alphabet case and demoted you to traffic duty!

We thought that maybe **traffic offenses** are related to the **Alphabet case**, like **"U" turns** and **"J" walking**, Sgt.! So we've cornered a **double-parker**—and with **less destruction** than usual!



ARTIST: MORT DRUCKER

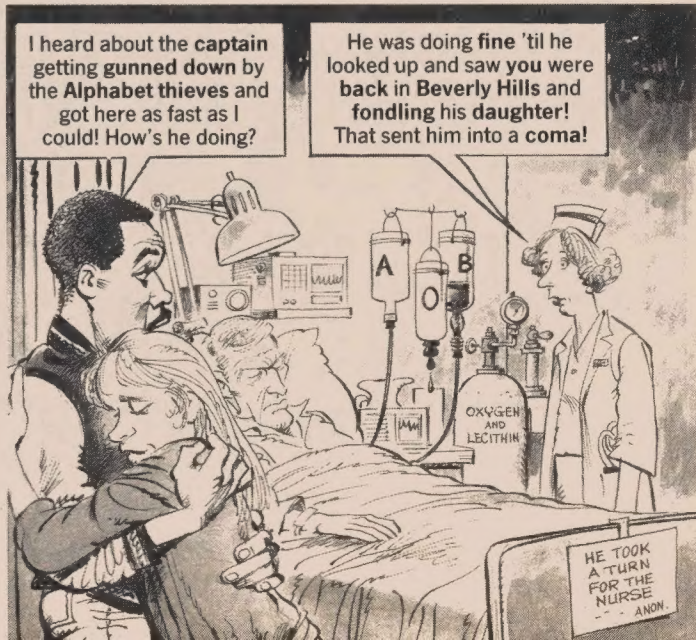
**I don't get it!
When I left here
3 years ago you
guys were heroes!
What happened?**

**You have
charisma,
Axewell!
We don't!**

If I got charisma, I got it out here! Man, L.A. is crawling with stuff like that! I must've picked it up from a toilet seat!

I heard about the captain getting gunned down by the Alphabet thieves and got here as fast as I could! How's he doing?

He was doing fine 'til he looked up and saw you were back in Beverly Hills and fondling his daughter! That sent him into a coma!



LS SLOP, TOO! They Heap It Back On!

With idiots like this around, I'll never get re-elected Mayor of this town! And if you want to remain Police Chief, Klutz, you'd better crack the Alphabet case P.D.Q.!

We're trying, but it's not as simple as A - B - C...

Well, I want action! Hear me? ACTION!

I doubt if you can get more action than this spectacular car crash, but you certainly can get a lot more logic!

I haven't seen car crashes like this in 48 hours!

You mean two days?

No, I'm talking about the movie "48 Hours"!

Well, they stole Eddie Murphy's character from there, so why not the car crashes!



WRITER: DICK DEBARTOLO

Axewell, how did you get time off from your Detroit precinct?

Easy! I told them I was going out for coffee! That should buy me three days' time to solve this Alphabet case!

Three days off to get coffee?

They know I like only the best! So three days is cool to go to a Columbian coffee plantation for a fresh cup!

Okay, you men, knock off the work! I'm a building inspector from the Bureau of Contrivances! This building is below standard!

Let's go home, men! Stop work!

Wait! I've got ranting, raving, and ridiculous con schticks to do first...

We know a black in this neighborhood means you're a cop or looking to move here! Either way, we can't risk it! Let's go, guys!



Axwell, since we found these shells at the scene of the last Alphabet crime, we marked them exhibit "B"!

Not only that, they were found at the "X" on this map, an A-frame house near a Y.M.C.A. on — now get this — Avenue C! Isn't that a kick!

Uncanny! I'd like to ask a ballistics expert about these shells!

We have an expert at the precinct, but I'm sure you'd rather pull one of your wild, zany routines, so why not con your way into the exclusive Beverly Hills Gun and Outrageous Wealth Club!

I'm a nuclear scientist dressed like an errand boy to hide the fact that I'm carrying a paper bag filled with highly explosive plutonium-lite for your ballistics expert!

Really! Well, I'm Madonna dressed like a receptionist working as an office temp between hit records!



Okay, I'm a police officer looking for some information!

That's better! Please go right in, sir!

What kind of @#\$\$%^&* society is this becoming when a cool cat like me has to resort to total honesty to get something done?

You must be the ballistics expert, bitch!

You sure are a smooth talker, fella!

You got it! Tell me, how long does it take you bimbos to shave your legs?

I guess about the same as it takes you to get that great tan!

Hey, lady—that was a racist remark!

Sorry! Maybe when I get to be as big a star as you are, I can say the crude, stereotypical, chauvinistic insults you do and get away with it, too!



I'm here with ex-President Ford! We'd like a table, please!

What? Ex-President Ford? You must be joking! Where is he?

He just tripped on those steps and fell down!

Tripped and fell? It must be ex-President Ford! Or Chevy Chase! Either way, the X-Y-Z Club is honored! Follow me, gents!

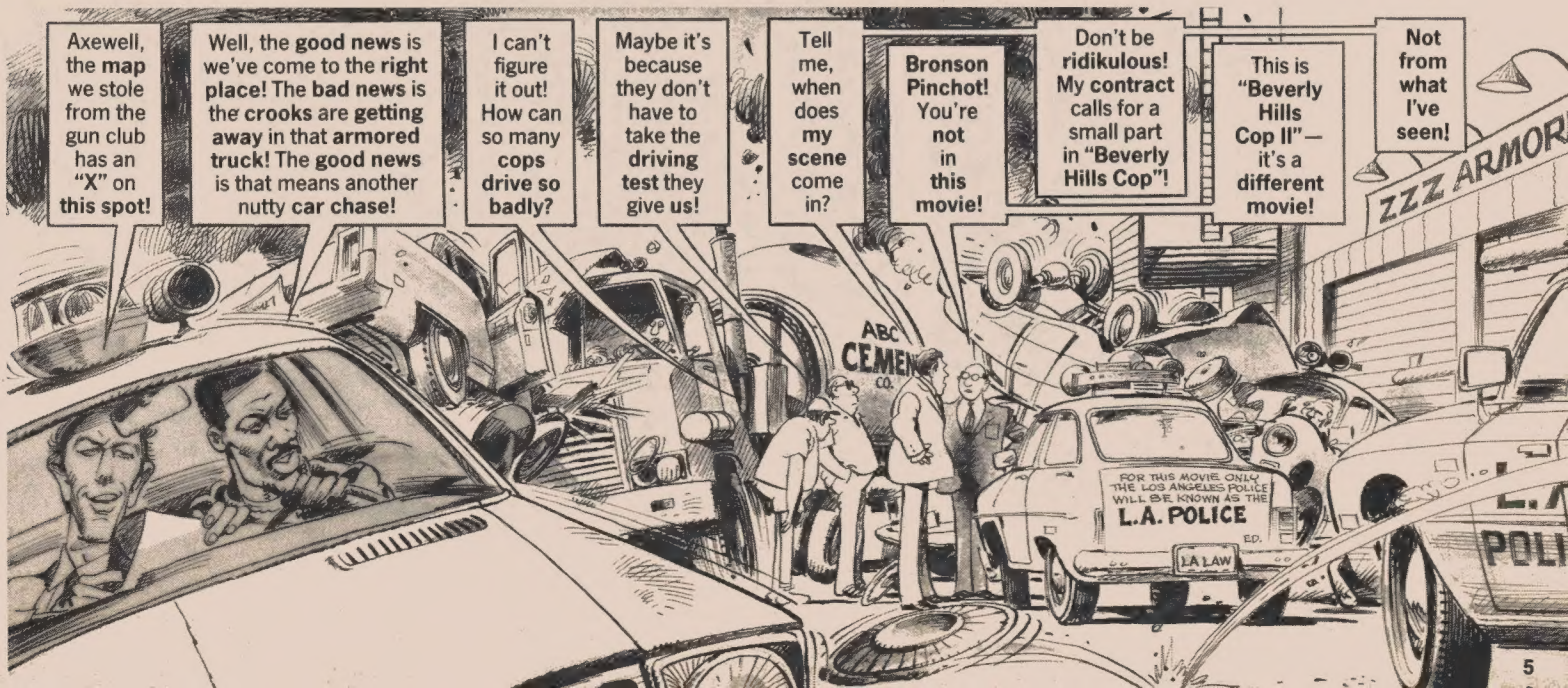
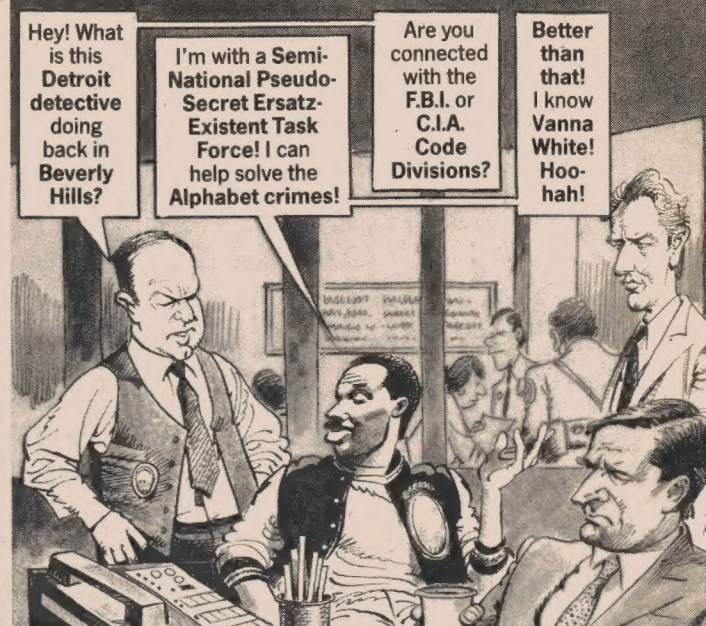
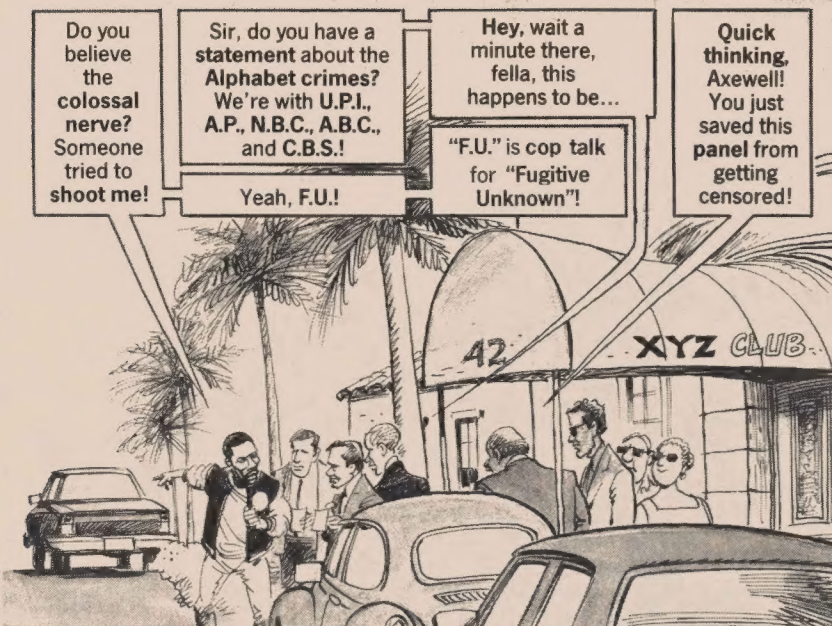


I found this place listed in Chief Bogeymill's notes! He must've been on to something before they shot him! But I can't figure out how it all relates to the Alphabet crimes...

Hey, I think I've got it, guys! The alphabet rating of movies! By us going to a raunchy strip joint like this one, we just locked up an "R" Rating for sure! That's a guarantee that every teenage boy in the country will see this film!

You just came up with the answer, Rosewater!





How come you guys came to **Hugh Hefner's party in a cement truck?**

Hef told me to drop by and "mix it up a little!" Heh heh heh! By the way, who's got a watch?

I do! Do you need it for some new bizarre stunt?

No, I need to be reminded to do my famous laugh once every five minutes!

Hi, doll, I came to clean the pool...

Please, Det. Folly, no silly routines! There's not a guard, receptionist, or maître d' who hasn't heard about your schtick! So stash it and go right in!

Axewell, are we here because the infamous Maxwell Bent is here, and by finding out who his accountant is we can get evidence that'll link him to the Alphabet case?

No, I just wanted to look at some **Playboy Bunnies!** But maybe if we can find out who Maxwell Bent's accountant is we can link Bent to the Alphabet case!

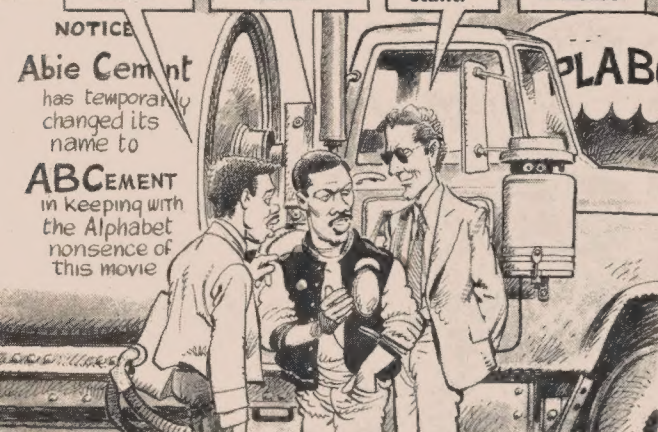
NOTICE

Abie Cement

has temporarily changed its name to

ABCEMENT

in keeping with the Alphabet nonsense of this movie



Mr. Turetsky, we're with the **Beverly Hills Police Dept!** You have **three unpaid parking tickets!** That will be **\$45** and the use of your computer!

I'll pay you the \$45, but there's just no way that I'll let you use this computer!

Not even for making you a star? Look at **Bronson Pinchot** a few panels back! He was on the screen **two minutes** in the first movie and got his own TV series! I'm giving you five minutes to do your "nervous nerd" routine...

Enough said! The computer's yours!



Wow! Who would believe that an accountant could be so stupid to give you access to his client's secret files?

The same people who would believe such a cunning, evil mind like Maxwell Bent would hire such a nerd to handle his millions to begin with!

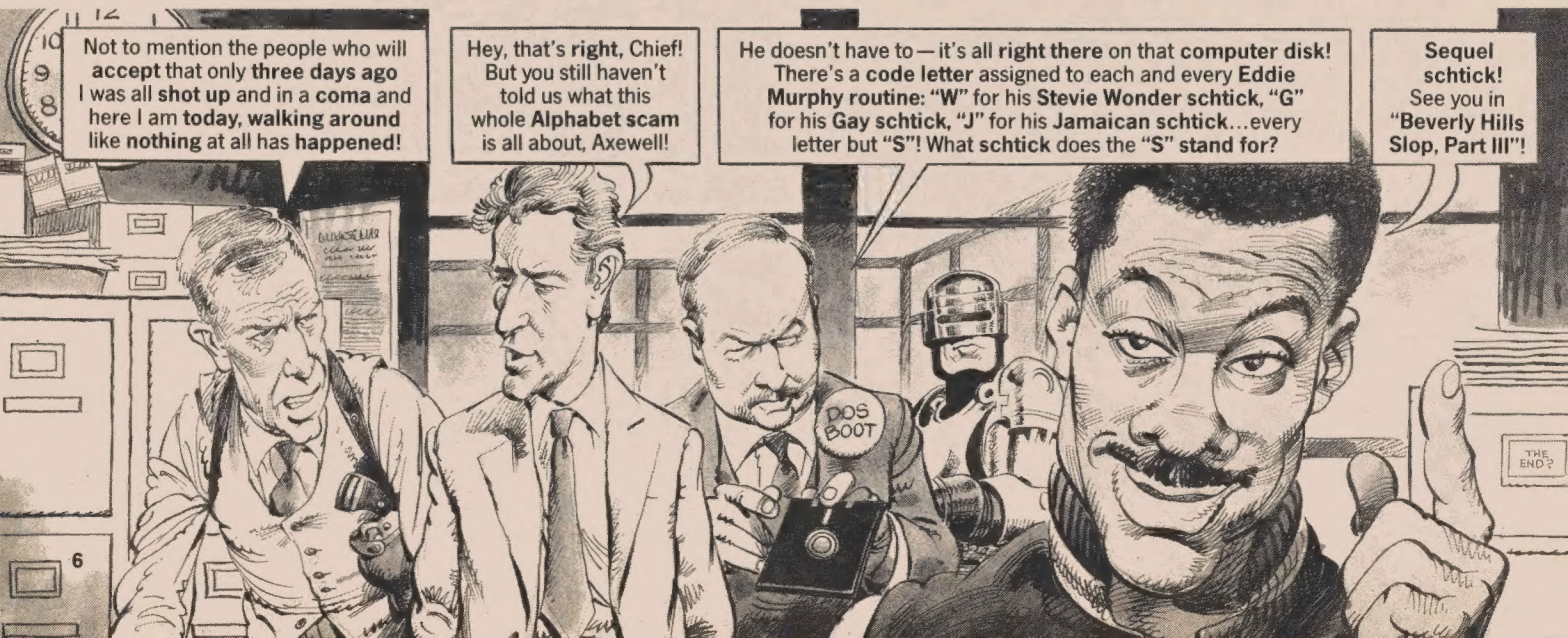


Not to mention the people who will accept that only **three days ago** I was all **shot up** and in a coma and here I am today, walking around like **nothing at all** has happened!

Hey, that's right, Chief! But you still haven't told us what this whole **Alphabet scam** is all about, Axewell!

He doesn't have to — it's all right there on that computer disk! There's a code letter assigned to each and every **Eddie Murphy routine**: "W" for his **Stevie Wonder schtick**, "G" for his **Gay schtick**, "J" for his **Jamaican schtick**...every letter but "S"! What schtick does the "S" stand for?

Sequel schtick! See you in "**Beverly Hills Slop, Part III!**"



We've all heard TV announcers blab about the results of an "independent nationwide survey" which supposedly proved how dearly we love their product. But ever wonder why those independent surveys always produce the results advertisers want? To get to the bottom of this, we conducted our own independent survey—through the waste baskets of big agencies! Unsurprisingly, we found all the negative results conveniently tossed out, while only the favorable pieces survived. So, get ready, 'cause here's part of MAD's newly found collection of..

NATIONWIDE SURVEY RESULTS THAT ADVERTISERS NEVER TELL US ABOUT

ARTIST: PAUL COKER

WRITER: TOM KOCH

THE SURVEY RESULT THEY TELL US ABOUT:



"Nine out of ten amateur photographers say they get brighter, sharper pictures with our new improved \$35 Pilleroid than they do with a \$600 Thumbtax."

THE PART WE'RE NEVER TOLD:



The \$600 Thumbtax is the professional model with manual focus, hand-held light meter and complex f-stop setting that nine out of ten amateur photographers will never be able to operate properly.

THE SURVEY RESULT THEY TELL US ABOUT:



"We studied the performances of seven leading types of investment; and we discovered that mutual funds have outgained all the others."

THE PART WE'RE NEVER TOLD:



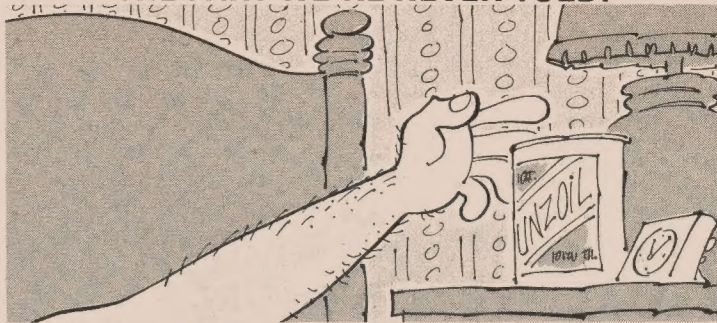
The six investments they outgained were: state lottery tickets, Bolivian diamond mines, Las Vegas slot machines, the Irish Sweepstakes, football parlay cards and chinchilla breeding.

THE SURVEY RESULT THEY TELL US ABOUT:



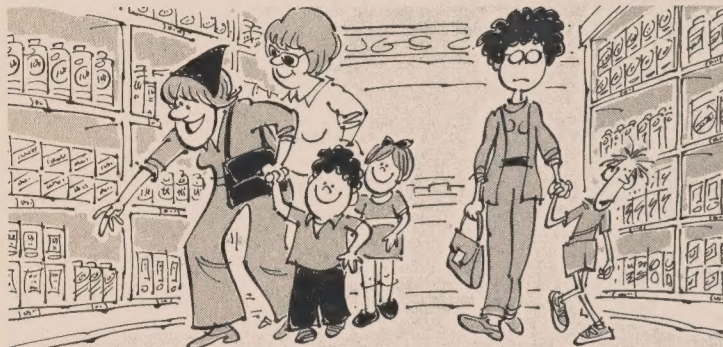
"Talking with race car drivers on the NASCAR circuit, we found that 28 of this year's winners use Punzoil."

THE PART WE'RE NEVER TOLD:



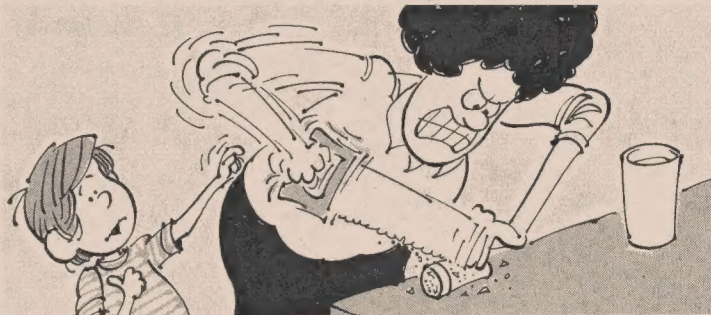
Of those 28, 12 put it in their cranks, 10 mix it with vodka, 5 use it to hold their hair in place and you wouldn't believe what the other one does with it.

THE SURVEY RESULT THEY TELL US ABOUT:



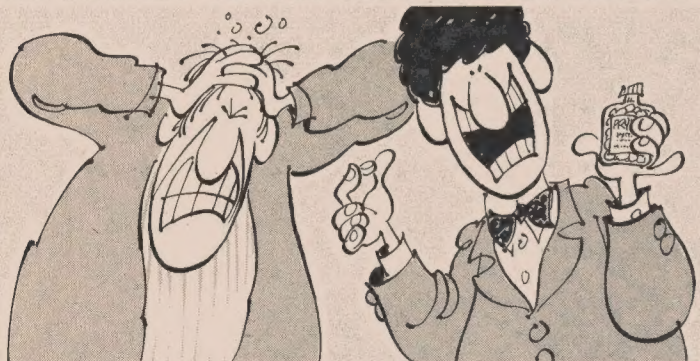
"When buying a multi-vitamin for their children, two out of three mothers chose One-A-Week brand."

THE PART WE'RE NEVER TOLD:



Of that number, eight of nine chose it because it's the only brand with a child-proof cap that the average adult is capable of easily removing.

THE SURVEY RESULT THEY TELL US ABOUT:



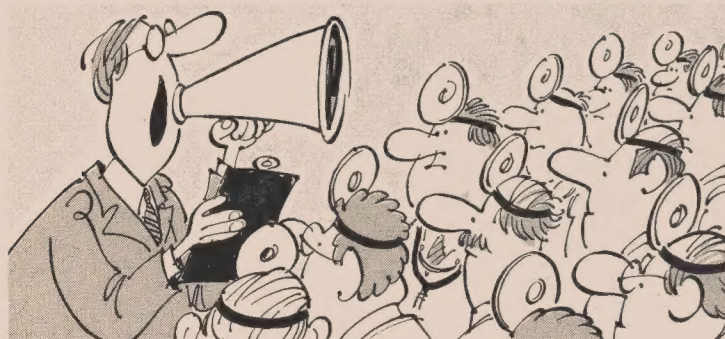
"Among those who try Prylenol once for headache relief, 66% choose it as their regular brand."

THE PART WE'RE NEVER TOLD:



However, all 66% are miffed they must keep taking it on a regular basis, since they still have a headache.

THE SURVEY RESULT THEY TELL US ABOUT:



"We asked 1000 doctors what medication they would want to have with them if they were stranded on a desert island, and 38% chose new Triccadinol."

THE PART WE'RE NEVER TOLD:



However, 54% of the doctors asked chose birth control pills because they would also want to have their office receptionists along with them.

THE SURVEY RESULT THEY TELL US ABOUT:



"We've been a-talking to cowboys around the rodeo circuit and eight out of ten told us they prefer chewin' a smokeless tobacco like Old Stockholm."

THE PART WE'RE NEVER TOLD:



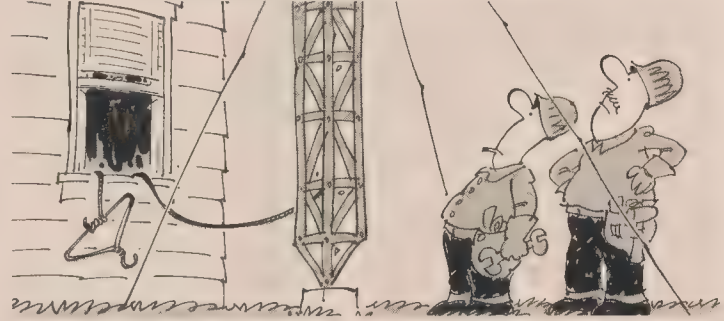
It would have been more than eight out of ten but they didn't count the guys who died of gum cancer caused by chewing tobacco during the interview.

THE SURVEY RESULT THEY TELL US ABOUT:



"In an impartial comparison test, nine out of ten viewers said the 1988 Slobbovia TV had a sharper picture than the most popular Japanese import."

THE PART WE'RE NEVER TOLD:



Preparations for the test were also impartial, except that they connected the Slobbovia to a 40-foot antenna, and the import to a dinky wire coat hanger.

THE SURVEY RESULT THEY TELL US ABOUT:



"For sound, restful sleep, more cold sufferers pick Nite-Out than all other cold medications combined."

THE PART WE'RE NEVER TOLD:



However, even more cold sufferers pick Shallow Wine, which tastes better and costs less. They don't mention that because, technically, booze isn't a medication.

THE SURVEY RESULT THEY TELL US ABOUT:



"Among new car shoppers interviewed at random, the majority said that they plan to buy a 1988 Hugo."

THE PART WE'RE NEVER TOLD:

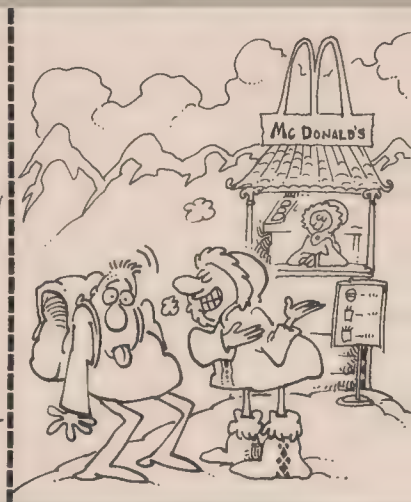


These random interviews were held in Belgrade, where the Hugo is the only new car on the market the average worker can ever hope to afford.

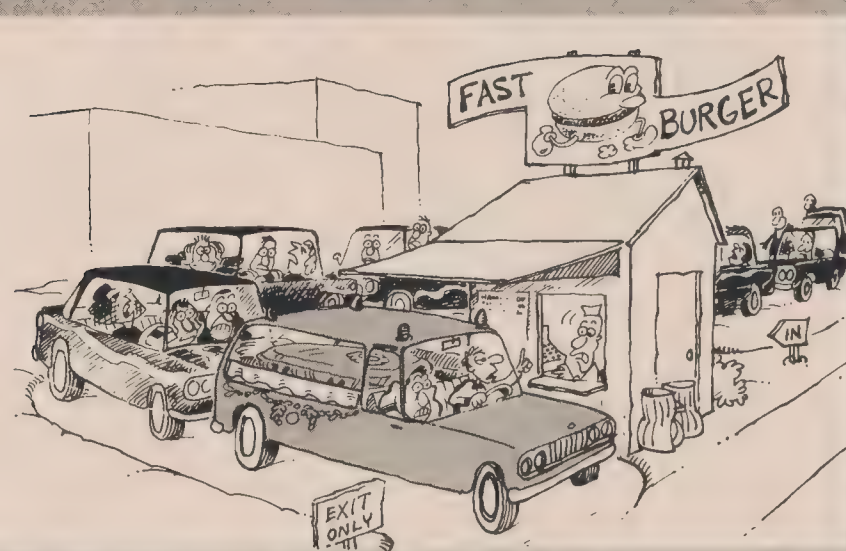
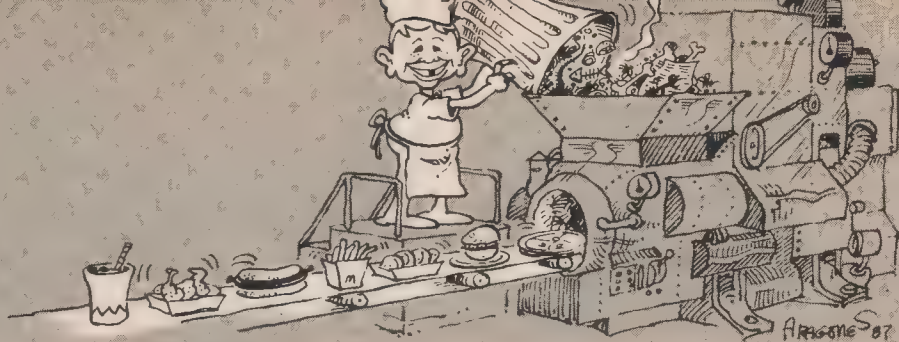
A MAD LOOK AT FAST FOOD



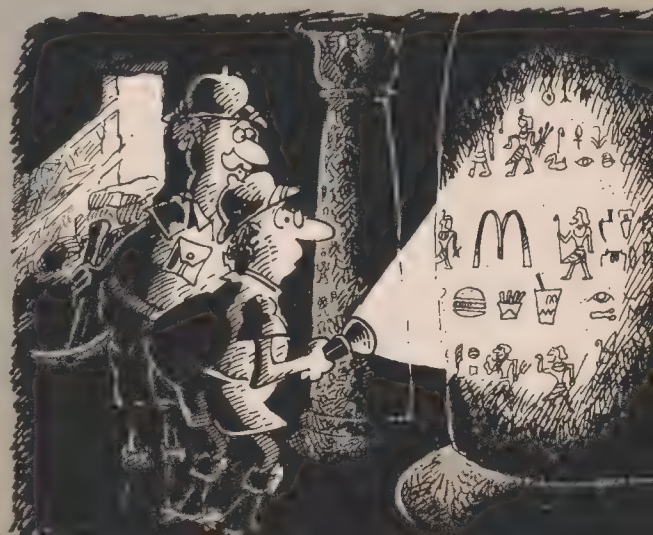
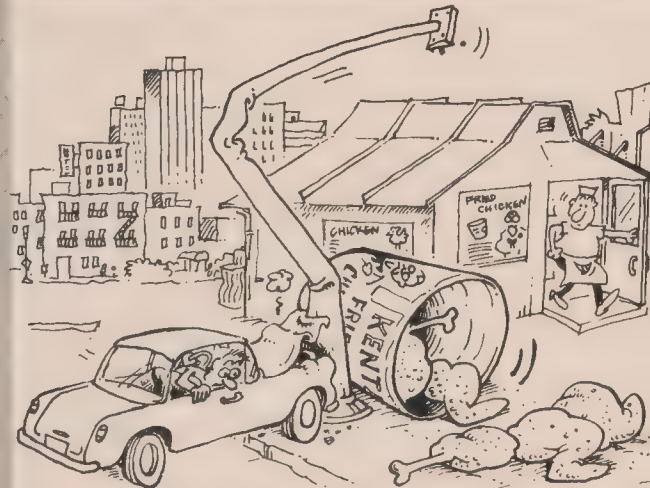
ARTIST AND WRITER:



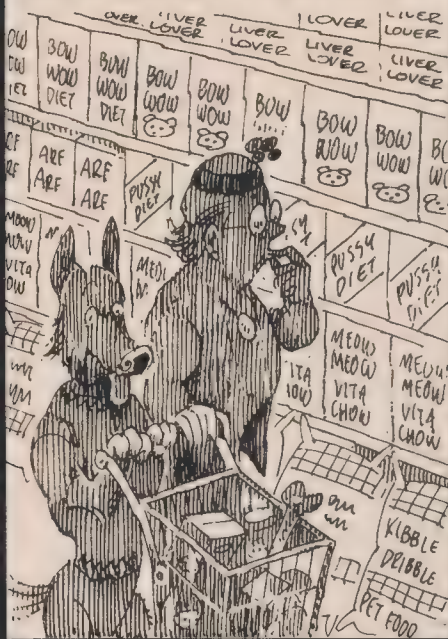
000



SERGIO ARAGONES



MISCONCEPTION #29



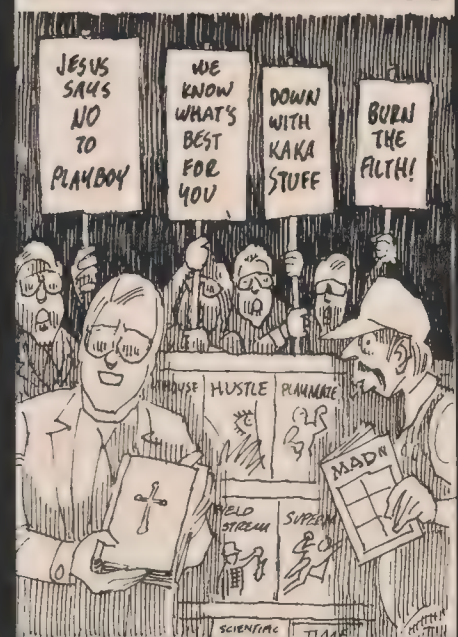
If you don't feed your pets the right nationally advertised pet food they'll stop eating and die.

MISCONCEPTION #701



The price of a loaf of bread in 1953 is a topic of great interest among most younger people today.

MISCONCEPTION #180



Americans are sick and tired of deciding for themselves what they should or should not read.

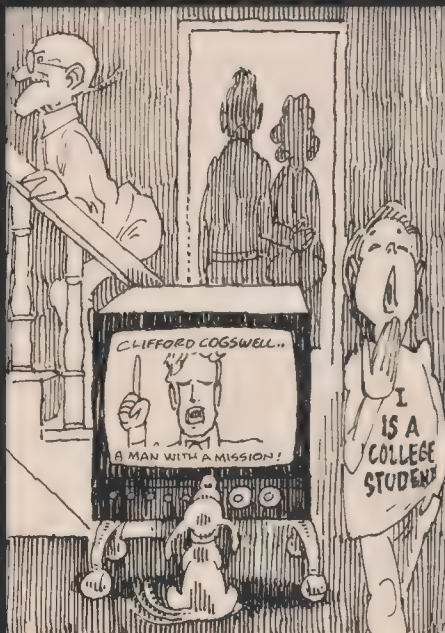
HAVING A TRUTH PULLED DEPT.

A MAD
LOOK
AT SOME

WIDELY HELD

ARTIST: HARVEY KURTZMAN

MISCONCEPTION #82



The best way for a candidate to "win over" voters is to pre-empt their favorite television show with a half-hour political spiel.

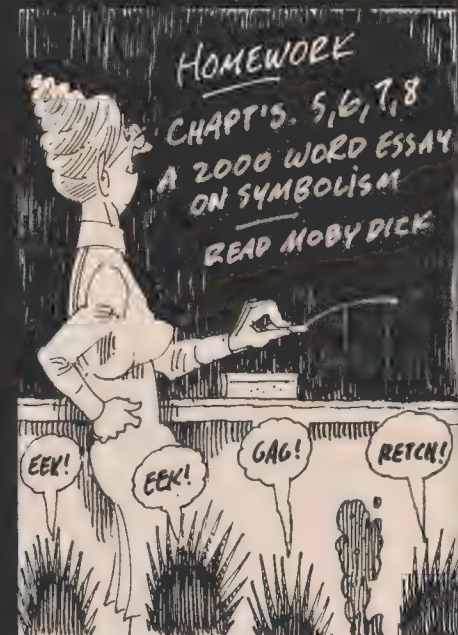
12

MISCONCEPTION #425



People who wait in line and pay \$5.00 for a theater seat would much rather listen to a neighbor's "running commentary" than watch the movie itself.

MISCONCEPTION #65



Students have plenty of time for extra homework—especially since their other four or five teachers don't believe in assigning any.

MISCONCEPTION #14



Attractive women can't resist obscene propositions from sweaty, overweight men in smelly T-shirts.

MISCONCEPTION #213



Elevators are intelligent beings and sense impatience when someone bangs their buttons repeatedly.

MISCONCEPTION #566

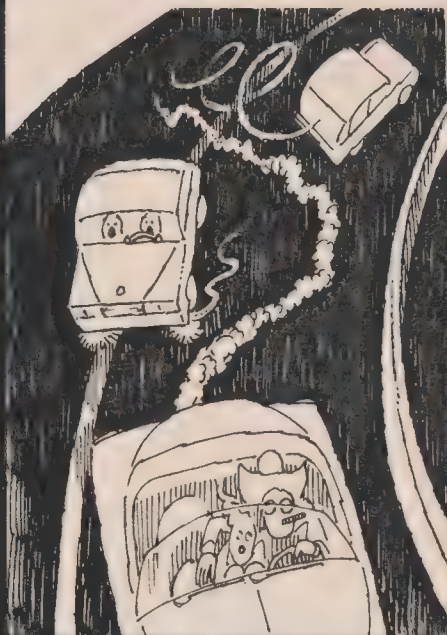


Nothing stimulates conversation like a mouthful of Novocain, dental instruments and fingers.

MISCONCEPTIONS

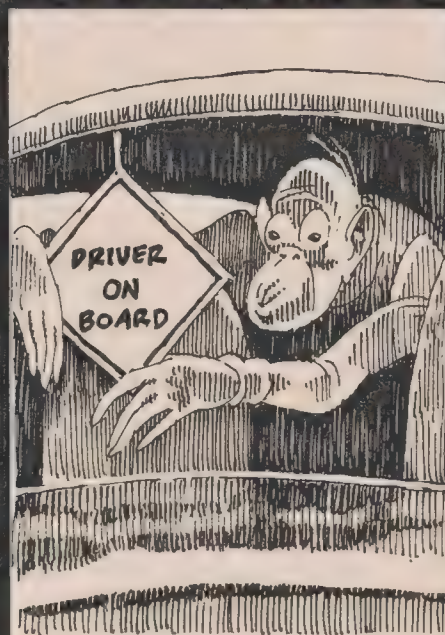
WRITER: MIKE SNIDER

MISCONCEPTION #31



Especially in high-speed traffic, using directional signals before making a lane change is unnecessary between experienced drivers.

MISCONCEPTION #7



There is nothing that shows your cleverness and wit better than a store-bought "gag sign" which five million people already own.

MISCONCEPTION #37



The proper greeting for a caller to a Customer Service line is 25 minutes of "The Hollywood Strings Play the Best of Barry Manilow." 13

CHARITY D

ARTIST: GEORGE WOODBRIDGE

WRITER: TOM KOCH

Florida's Senior Citizens Desperately Need Pastel-Colored Slacks!



**YOUR GIFT OF GARISH PANTS CAN HELP THEM
FULFILL THEIR DREAM TO LOOK RIDICULOUS!**

The Turquoise Tush Society Balmy Palms, Fla.

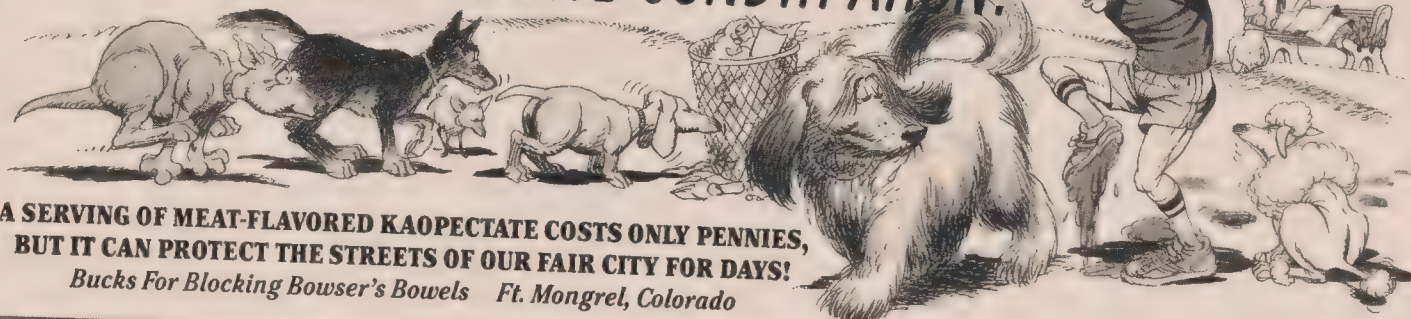
PRESERVE OUR SANITY! SILENCE ELEVATOR MUSIC!



**DRAGGY INSTRUMENTALS IN PUBLIC PLACES ARE PREVENTABLE!
HELP OUR STRIKE FORCE SMASH A LOUDSPEAKER IN YOUR NAME!**

Send Your Contribution To:
Fewer Opiates For The Masses, Inc.
Sleepy Hollow, N.Y.

STOP SLOGGING THROUGH DOGGIE-DOO! HELP PROMOTE CANINE CONSTIPATION!



**A SERVING OF MEAT-FLAVORED KAOPECTATE COSTS ONLY PENNIES,
BUT IT CAN PROTECT THE STREETS OF OUR FAIR CITY FOR DAYS!**

Bucks For Blocking Bowser's Bowels Ft. Mongrel, Colorado

RIVES

We'd Like
To See...



STRANGLING CHECK-OUT COUNTER DAWDLERS IS JUSTIFIABLE HOMICIDE!!



GIVE NOW TO SUPPORT RATIFICATION OF THE SHOPPERS' RIGHTS AMENDMENT!

Sponsored By: Mothers For Mayhem Washington, D.C.

George Steinbrenner NEEDS YOU!



**Dig Deep To Help George's "New York Yankees"
Acquire The Power Hitter They Desperately Need!**

Mail Cash Or Check To:
Bronx Bombers' Restoration Society, N.Y., N.Y.

SAVE THIS WRETCH FROM HUMILIATION WITH YOUR GIFT OF COUGH DROP MONEY!



**A MERE 69¢ CAN SILENCE A CHRONIC HACKER
THROUGH A WHOLE DOUBLE FEATURE PROGRAM!**

WON'T YOU HELP?

Crusade Against Theater Coughing
Barkers Gap, West Virginia

GET...

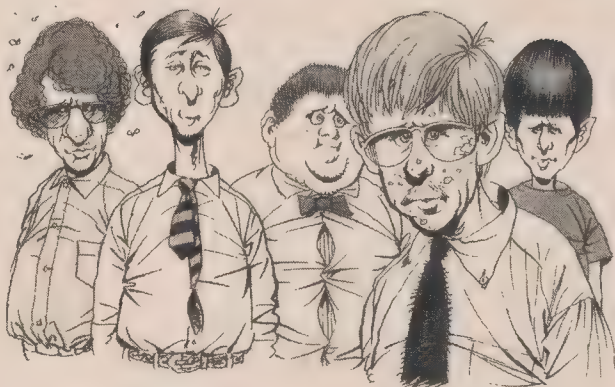
**Boring Grammar Classes
Took Out of Our Schools REAL QUICK!**



**THE CASH YOU GIVE AIN'T WASTED WHEN
IT CAN'T BUT HELP LET SCHOOL BOARDS
KNOW WHERE YOUR SENTIMENTS ARE AT!**

*The U.S. Council For Good Enough Talk
Dangling Participle, Oklahoma,
Is Whereabouts To Send Your Donation To*

**SAVE THE
WIMPS!**

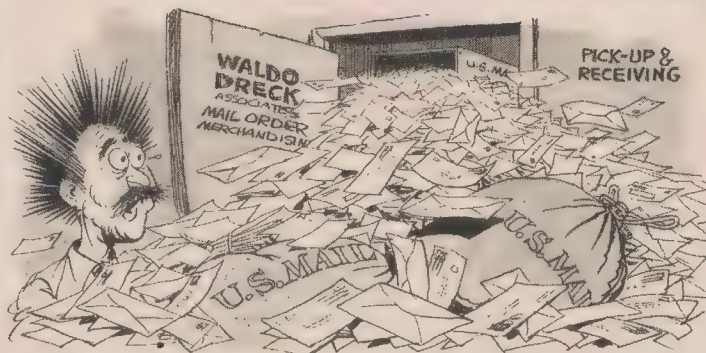


**A \$27 POLO SHIRT WITH AN ALLIGATOR ON THE POCKET
MAY CONVINCE SOME NERD THAT HE'S REALLY A HUNK!**

**WIMPISHNESS IS CURABLE!
GIVE TO STAMP IT OUT!**

*Big Buddies Of Little Twerps, Inc.
Man Mountain, Tennessee*

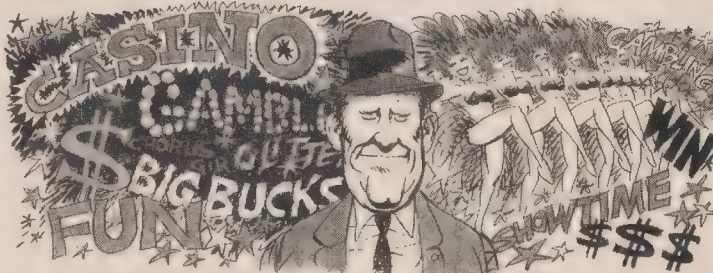
**TAKE YOUR REVENGE AGAINST JUNK MAIL SENDERS!
GIVE GENEROUSLY TO SWAMP THEM WITH JUNK MAIL!**



**Your \$20 Donation Will Send 116 Unwanted Catalogues To The
Same Oafs Who Have Been Sending Unwanted Catalogues To You!**

Sponsored By: "Occupants" United, Bulkrate River, Oregon

**SEND AN UNDERPRIVILEGED
FAMILY MAN TO LAS VEGAS**



**Two Weeks A Year, They Can Get Time Away From Their Jobs,
But Only You Can Help Them Get Away From Their Families!**

DOLLARS FOR DREARY DADS

Hotel Whoopies—Suite 314 Las Vegas, Nevada



**MUST THIS GRUBBY LITTLE KID GO THROUGH
ANOTHER WINTER WITHOUT A HANDKERCHIEF?**

**GIVE TO ELIMINATE THE DISGUSTING SIGHT OF
CHILDREN WIPING THEIR NOSES ON THEIR SLEEVES!**

**Dollars To Defeat Drippings, Nasal Springs, N.J.
"Mopping The Nostrils Of The Needy Since 1928"**

If you live to 80, you're doing fine. If you live to 90, you've really beaten the odds. However, there are some among us who believe they'll live forever. We're referring to Mr. Clean, Cap'n Crunch and the rest of that copyrighted gang. Well, we've got some news for them! Eventually *everyone* dies, them included! So, to show them what's in store, we've prepared these...

OBITUARIES

For Merchandising Characters

FRED WHIPPLE DIES AT 54

Fred Whipple died today of suffocation after being squeezed to death under a truckload of toilet tissues. He was 54.

Whipple began his career at the Charmin Company as a sheet counter, and later became chief roll inspector and scent supervisor.

"We shall miss him greatly," said a Charmin spokesman. "After all, we have lost our Number Two man."

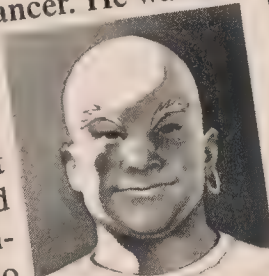
In accordance with Whipple's last request, his body will be wrapped in 5,000 squeezably soft sheets and placed on permanent display at a local supermarket.



Mr. Clean Dies at 33; Victim of Pollution

Mr. Clean died today after losing a fight with lung cancer. He was 33.

He was a battler to the last," said his son-in-law, Brawny, "but the filthy air and polluted environment were too much for him."



During his final months, the once-muscular Mr. Clean wasted away to a shadow of his robust size. Despite his terminal illness, he poured himself into his work, continuing to attack his sworn enemies, grease, dirt and soot.

"We tried to keep him alive with ammonia transfusions," said a hospital spokesman, "but by then it was hopeless. Still, he fought to the last drop before throwing in the sponge."

In his will, Mr. Clean left his entire estate to the EPA, except for his earring, which he bequeathed to Miss Clairrol.

Campbell Kids Die

Boris and Doris Campbell, famed for decades as the Campbell Soup Kids, died today within hours of each other.

Doctors at the scene believe both succumbed to the Smurf Disease, otherwise known as "acute cuteness."

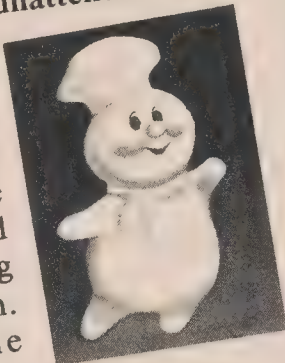


ARTIST: BOB CLARKE
WRITER: FRANK JACOBS

PILLSBURY DOUGHBOY AN APPARENT SUICIDE

Poppin' Fresh, the Pillsbury Doughboy, is dead at 36, a probable suicide. His body was discovered early today in an unattended oven heated to 450° F.

According to a neighbor, Betty Crocker, who identified the body, Fresh had been suffering from depression. "He'd become very silent and withdrawn," Crocker said. "Nobody could get a rise out of him."



It is believed that the Doughboy first became depressed when he realized he hadn't grown an inch in more than 30 years. His outward cheerfulness apparently concealed a deep inferiority complex, which worsened with age.

"He was always so pitifully pale," said Crocker. "Now at least there's some color to him."

Funeral services will be held tomorrow at the Duncan Hines Funeral Home. Mourners may view the body, once it has been frosted.

Mr. Goodwrench Dies in Garage Accident

Mr. George Melvin (G.M.) Goodwrench, an auto mechanic, was crushed to death today when an '82 Buick Regal toppled from a faulty hydraulic lift.

According to a garage co-worker, Mr. Goodwrench had a history of being "accident-prone." In 1985, he was hospitalized after his head became entangled in a moving fan-belt. A year earlier, he narrowly survived after being sucked under in a grease pit.

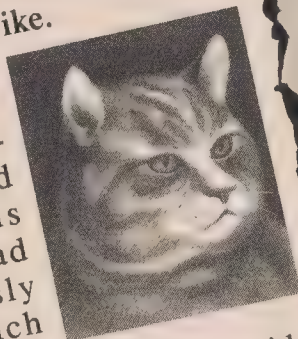
At last report, Mr. Goodwrench's body remained trapped beneath the Buick Regal.

"We're jammed up just now," said a garage spokesman. "We'll get to him just as soon as there's someone available."

Morris the Cat Dies for the Ninth Time

Morris the cat is dead at 23. The famed finicky feline died of starvation following a 38-day, "Liver-or-else!" hunger strike.

According to his veterinarian, Morris had apparently suffered eight previous deaths, but had "miraculously survived" each time. "The ninth



was one too many," the doctor said. A loner to the end, Morris had no close friends. There are several distant cousins—Heathcliff, Garfield, Felix, Tom, Sylvester and Bill, none of whom care to get involved.

Ronald McDonald Dies

Ronald McDonald is dead at 19. According to a distant relative, Herb, death was due to over-exposure.



Cap'n Crunch Dies After Gallant Fight

Cap'n Crunch, beloved hero to young people the nation over, died last night after struggling valiantly against the Soggies.

Famed for his crisp, dry manner and tough grain, Crunch wilted under the Soggies' attack, which only last week claimed the lives of Snap, Crackle and Pop.



According to eyewitnesses, the Cap'n fought bitterly, refusing to surrender. Wet and weakened, he shouted, "Better croaked than soaked!" Shortly thereafter he was drenched and overwhelmed.

A colorful character, Cap'n Crunch was considered eccentric by those who knew him. "He was a real flake," said his close friend, Tony the Tiger.

GREEN GIANT, 42, DIES OF OVERDOSE

The Green Giant collapsed and died yesterday from a chlorophyll overdose. He was 42.

The body was found early this morning occupying parts of seven counties in northern California and southern Oregon. The impact measured 8.5 on the Richter scale and was felt as far away as Ohio.



Observers at the scene believe that more than 4,000 victims are trapped beneath the Green Giant's body. Health officials say that unless the immense rotting hulk is removed soon, a massive epidemic could result. He is survived by a nephew, the Little Green Sprout.

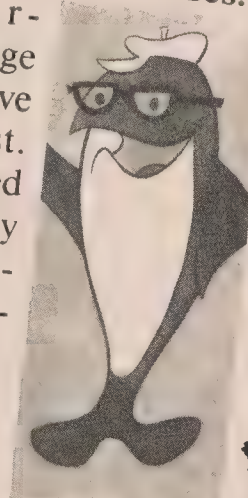
Charlie the Tuna Dies; Starkist Reject Was 92

Charlie the Tuna, 92, believed to have been the oldest fish in existence, died today of natural causes.

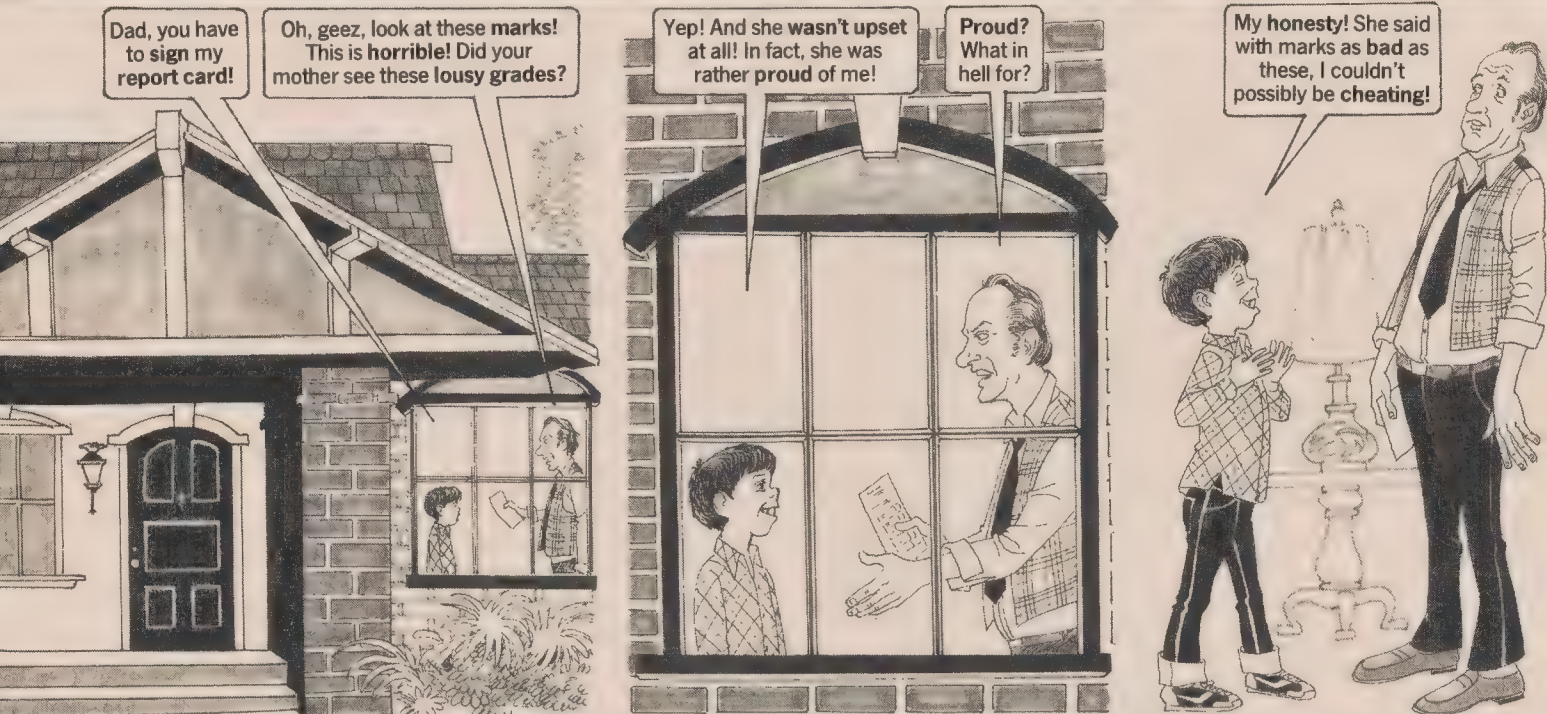
Charlie was orphaned at an early age when his parents gave their lives to Starkist. As an adult, he vowed to carry on the family tradition, but was constantly rejected as "undesirable."

Ever optimistic and hopeful, Charlie never lost his will to die. Yet despite numerous self-improvement courses and body-building exercises, he never managed to improve his image.

In his will, he asked to be broiled under a medium flame with a dash of lemon. So far, no one has claimed the body, which is still floating on the ocean surface off Newfoundland.



REPORT CARDS



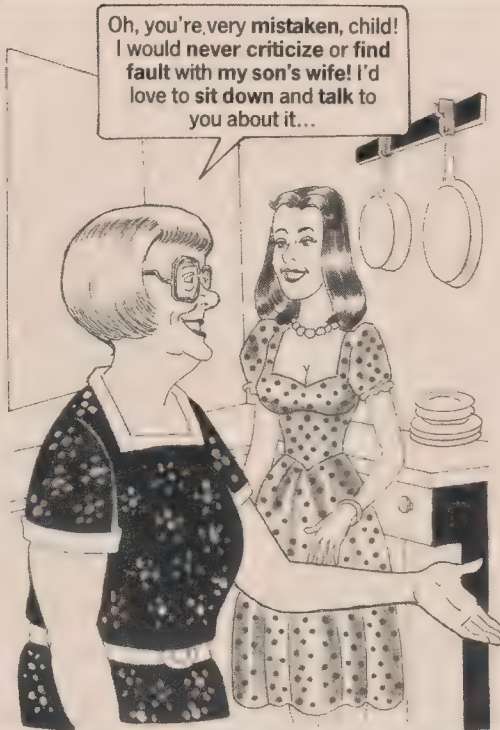
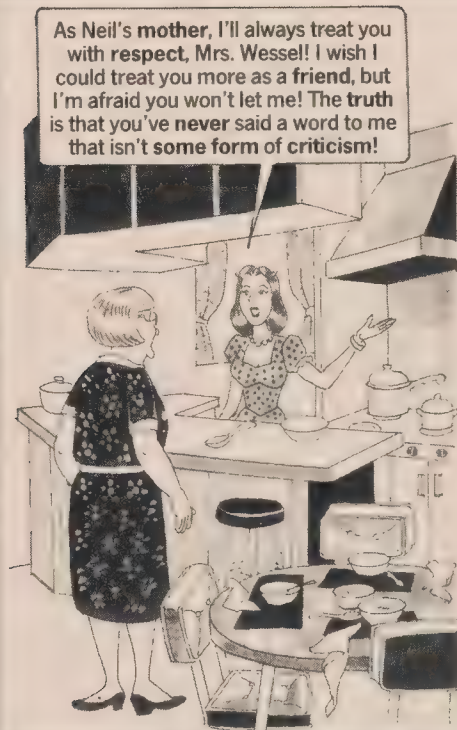
BERG'S-EYE VIEW DEPT.

THE LIGHTE

PESTS



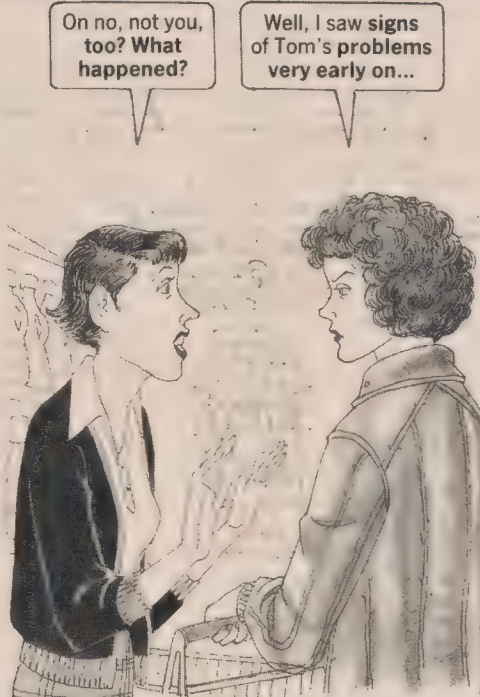
IN-LAWS



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

DIVORCE



CARS



FASHION



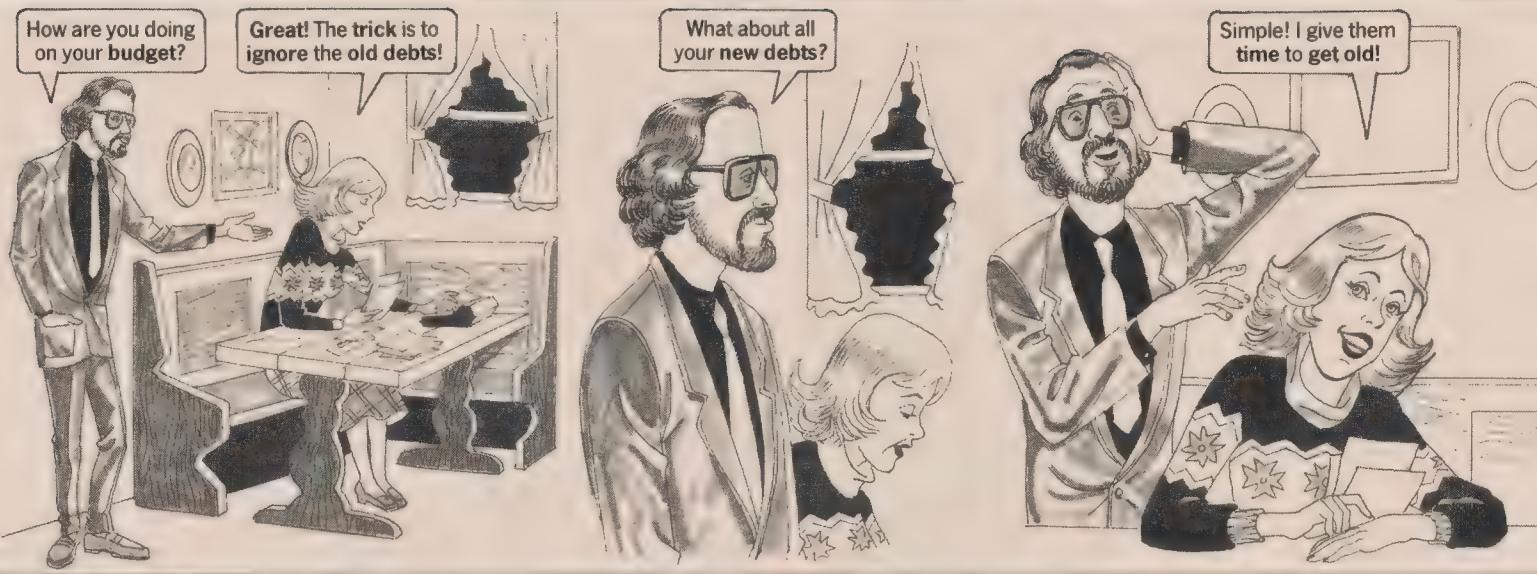
EMPLOYMENT



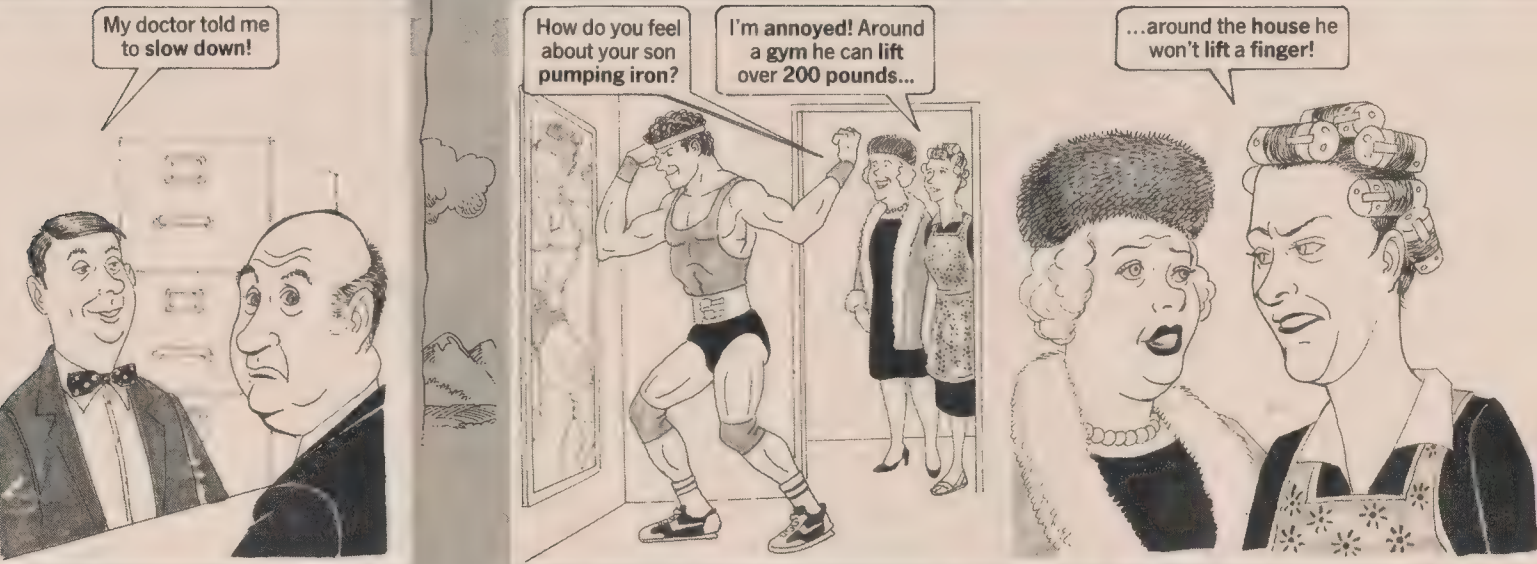
CRIME



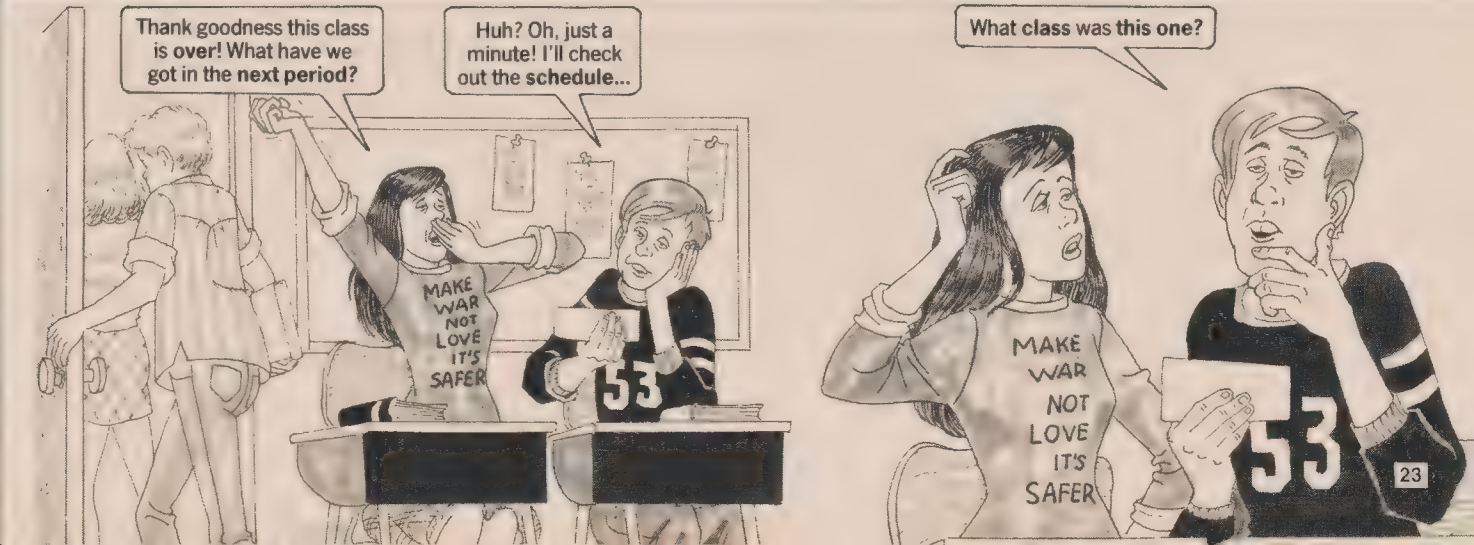
FINANCES



PHYSICAL FITNESS



SCHOOL



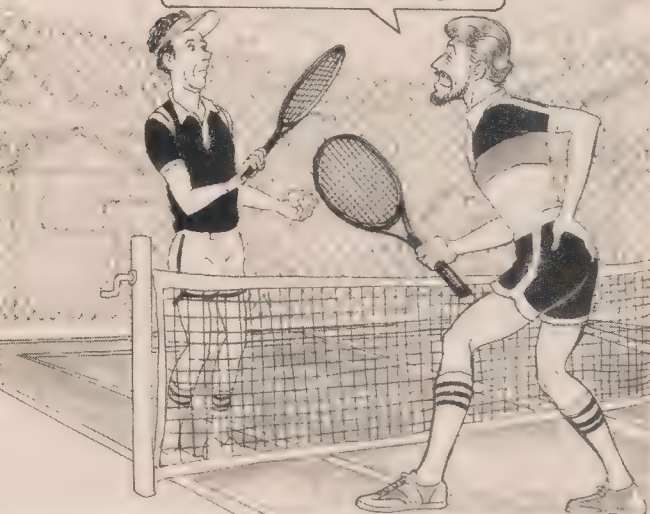
APPOINTMENTS

Let me tell you, weekend tennis really lets you know how out of shape you can get sitting behind a desk all day! I've got pains in my back, arm, and legs!

I know! It's wonderful!

Wonderful? How do you figure that?

I'm a chiropractor!

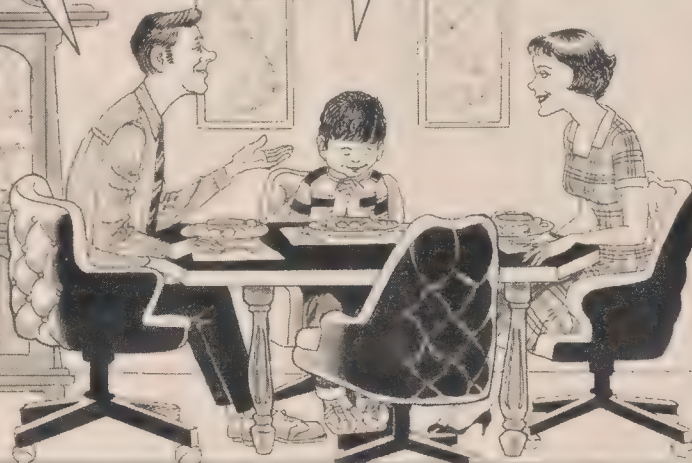


GIVING THANKS

Teddy, tonight it's your turn to say grace!

Thank you, oh Lord, for the food we are about to receive...

...except for the yechhy cauliflower!



DOCTORS

Doctor, don't tell me I've got to give up wine, women, and song!

Not all three, Kaputnik...

You can sing your fool head off!



"WHERE'S THE THIEF?" DEPT.

The phone company urges us to avoid shopper's nerves and aching feet by letting our fingers do the walking through the Yellow Pages. That seems like a reasonable suggestion. But suppose the business we need to transact is a bit illegal, like engaging a hit man to blow away a rich uncle. People offering such services don't advertise, or even hang out signs. The only way to locate a gunman for hire is by asking around, which can lead to all sorts of complications. It's a sad truth of our times that no one can find a crook easily except another crook. What is clearly needed is a means of putting the average citizen in touch with his neighborhood bookie, arsonist or all-purpose hoodlum. In MAD's opinion, what works for legitimate business should work equally well in the realm of the illegit, which leads us to conjure up this vision of...

THE CRIMINALS' YELLOW PAGES

ARTIST: GEORGE WOODBRIDGE

WRITER: TOM KOCH



► **Accountants—Crooked**

FITTERMAN, "FOUR EYES"

EMBEZZLEMENTS COVERED UP
LEDGERS BURNED
DIRTY MONEY LAUNDERED

"Serving The Financial Needs Of
The Underworld's Top Scum Since 1957."

2157 E. Fiduciary. **BO**okjuggle 2148

► **Arsonists**

FIREBUGS ANONYMOUS

Why Pay A Professional Torch To Set Your Blaze
When Our Psychopaths Will Do It For Kicks?

1449 N. Flamegiggle **BU**rnbaby 1313

**IMPRUDENTIAL FIRE INSURANCE
COLLECTION CO.**

ROCKY UMBUFSKY, PROP.
Just Call And Say,
"I Want To Buy A Piece Of The Rock."
728 Gasoline Alley **SM**okybear 9904

► **Bookmakers**

BIG NATHAN'S BARBER SHOP

3 CHAIRS - 7 BOOKIES - NO WAITING
We're Open From 9-to-5 Paying Off At
5-to-2

7829 E. Pimlico. **PO**intspread 8829

CITY HALL LOBBY CIGAR STAND

Football Pools - Baseball Bets - Basketball Parlays
(Sometimes We Even Sell Cigars)

City Hall, Law &
Order Plaza . . . **HI**ghroller 1021

► **Bootleggers**

MAFIOSO LIQUOR DISTRIBUTORS

We Specialize In The Sale Of Sickening Booze To Minors.
Call For Location Of A School Playground Retailer Near You.

Capone Memorial
Bldg. **GO**dfather 8800

HIDDEN VALLEY DISTILLERS

HIGH POWERED MOONSHINE
AT ROCK BOTTOM PRICES

- ★ Old Shopsmell Varnish Remover
- ★ White Lightning Barrel Dregs
- ★ 150-Proof Antifreeze

Order A Case And Paralyze Your Whole
Family

Box 14,
Petrified Forest . . . **RO**tgut 4420

► **Bribery—Offered & Accepted**

Abscam Associates
Congressional
Office Bldg **BI**gbucks 4147

ARNOLD THE ARRANGER

LET ME HELP YOU BUY AS MANY LEGISLATORS, COPS
OR BUILDING INSPECTORS AS YOUR SITUATION REQUIRES.
Wholesale Rates For We Accept Unmarked Cash,
Bribes By The Dozen Gold Bullion Or Mastercharge

1816A Watergate
Towers . . . **WH**eeldealer 5656

Benchwarmer, Judge Uriah L.
Hall of Justice **NO**oseknot 2133

(See My Display Ad This Page)

► **Charities—Phony**

FRAIL ORPHANS' SUMMER CAMP FUND

Donate \$50 To Our Unscrupulous Racket,
And We'll Give You A Receipt For \$200
To Show The I.R.S.

Office—166 N. Fasttalk,
Room 304 . . . **SI**lvertongue 6399
Summer Camp—166 N. Fasttalk,
Room 304 Closet
SIlvertongue 8721

► **Cops On The Take**

DRUMMOND, SGT. TOPDOG—CHICAGO P.D.

6827 N. Lake Shore Drive,
Chicago . Toll Free 1-800-555-6820

NINTH PRECINCT NIGHT SHIFT

- Ask About Our Low Fees For
- ★ Fixing Traffic Tickets
- ★ Losing Search Warrants
- ★ Ignoring Felonies

Stationhouse
Basement **BU**mfuzz 1888

► **Counterfeiters**

Collector's Item Counterfeiting Co.
217 W. Sotheby **FA**kemore 0111

(See Our Display Ad This Page)

DAVE'S DISCOUNT CURRENCY CO.

Stretch Your Weekly Paycheck By Trading It
For Our Bargain Priced Funny Money

3371 N. Printers
Row **SA**wbuck 0771

► **Delinquents—Adult**

INTERMEYER, MAD DOG

NOW ACCEPTING ASSIGNMENTS FOR 1993
WHEN I'LL BE BACK OUT ON THE STREETS

Cell Block J,
San Quentin . . . **SL**ammer 9662

(If The Warden Answers, Hang Up!)

Whip & Chain Motorcycle Club
642 N. Sadism **CR**ossbones 1414

Vicious Vinnie Says:
"TAKE CARE OF ALL THOSE MONTHLY
BILLS
WITH ONE CONVENIENT DAILY
PAYMENT."



No Credit Investigations
No Salary Garnishments
No Broken Bones (If You Pay By 6 P.M.)

**VINNIE'S
BANK & TRUST CO.**

PHONE
Vigorish 0017

CALL NOW!
(But Only If You're
Too Desperate To Ask
How Much I Charge.)

DON'T RISK DOING HARD TIME!

Buy A Criminal Court Judge
For Less Than You Might Think!

PHONE MY CHAMBERS FOR CURRENT BRIBERY RATES ON

- Plea Copping
- Mistrials
- Case Dismissals
- Outright Acquittals

"Hundreds Of Guilty Satisfied Customers
Roaming The Streets Today"

HALL OF JUSTICE (Ha-ha)
NOOSEKNOT 2133



JUDGE URIAH L.
BENCHWARMER

► **Delinquents—Juvenile**

MANGLER MULEBOCK & ASSOCIATES

Don't Try Beating Up The Playground Bully Alone!
Hire A Mob Of First Rate Punks To Help You!

5166 N. Vicious
Circle **BO**necrunch 0192

Umbridge, Mervin (The Ox),
2119 W. Temperfit . . . **Bl**gbruiser 5842

► **Disguises—Temporary & Permanent**

GRINDER, DR. BORIS
(FORMERLY LICENSED M.D.)

PLASTIC SURGERY FOR THE HUNTED
I Turned Ma Barker Into Leonard Nimoy,
And I Can Work Similar Miracles For You.

3427 N. Skingraft **BL**oodspurt 0442

► **Extortionists**

WILFRED THE WEASEL

I'LL KEEP MY MOUTH SHUT ABOUT YOU
FOR AS LITTLE AS \$10 A WEEK!
BUY PEACE OF MIND NOW.

Mrs. Rumsey's
Rooming House . **TR**ueflake 4468

► **Forgery**

RUDY'S HOUSE OF REPLICAS

YOUR HEADQUARTERS FOR AUTHENTIC LOOKING
DRIVER'S LICENSES, PASSPORTS & DIPLOMAS
Also Overnight Service On Art Masterpiece Reproduction Orders

4804 N. Inkstain . . . **CO**pycat 9932

► **Getaway Cars—Rental & Drivers**

MAVIS RENT-A-CHASE

We're All Parole Violators,
So We Drive Faster!

5116 E. Tiresqueal **IN**dy 0082

WHITEY THE WHEELMAN

NO CAPER IS SUCCESSFUL IF YOU CAN'T LEAVE THE SCENE
Unbeatable Buicks Untraceable License Plates

707 W. Vroooooooooom . . **LE**adfoot 8791

► **Hijackers**

Cooper, D.B.,
Guess Where! **HI**ghjumper 0655

THRILLING TRAVEL TOURS, UNINC.

Make Your Next Vacation An Exciting "Holiday At Gunpoint."
Regular Hijackings To Cuba, Libya & Dallas-Fort Worth.

414 N. Jetsetter **BO**eing 0707

► **Killers—Hired**

MR. DAVE OF DETROIT

I SPECIALIZE IN SPOUSE ELIMINATION
& BUSINESS COMPETITOR DISPOSAL
"A Solution To Your Problem
Is Only A Phone Call Away."

Ask-No-Questions
Hotel **BL**owaway 2284

► **Killers—Pathological**

LUMBUFSKY, LOONY LEONARD

If Your Intended Victim Is A Woman Over Fifty Who Whines,
Then She'll Remind Me Of My Mother, And I'll Gladly Knock Her Off.

Attic over
316 W. 28th St. . **DI**ngaling 1130

Ralph The Ripper,
352 W. Fogbound
Walk **EV**ersharp 8849

(See My Display Ad This Page)

► **Loan Sharks**

Vinnie's Bank & Trust Co.,
P.O. Box 5186 **VI**gorish 0017

(See My Display Ad This Page)

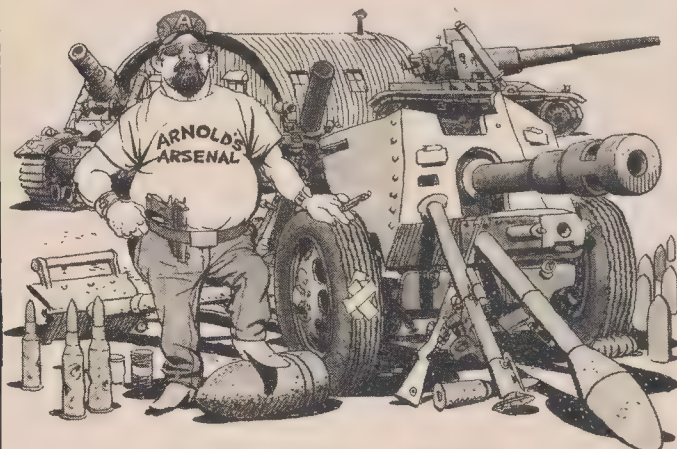


ARNOLD'S ARSENAL
YOUR HEADQUARTERS FOR
FIREPOWER



Low Prices On Good Used Artillery From
Captured Bankrupt Retired
Guerrillas Countries Terrorists

*Whether You're Planning A Stick-up
Or Invading El Salvador, Cannons Speak
Louder Than Saturday Night Specials.*



ARNOLD'S ARSENAL
402 N. Kabooooooooom **HO**witzer 6628



**HAVE YOUR ENEMIES CARVED UP
BY A FULL SERVICE LUNATIC**

Simple Slashings
Or Total Dismemberment

• • •
Ominous Footsteps
And Maniacal Drooling

• • •
Special Discount
During Full Moon

RALPH THE RIPPER
352 W. Fogbound Walk **EV**ersharp
8849

► **Merchandise—Hot**

APEX TV, FUR, JEWELRY & SMALL APPLIANCE CO.

Helping You Keep Up With The Joneses
By Selling You What We Stole From The Joneses

Pier 14
Warehouse . . . **DO**orjimmy 5507

DRIVE-BY-NIGHT AUTO SALES

SLIGHTLY USED CARS
WITH BRAND NEW SERIAL NUMBERS

Garage Behind 5816
Southwest Hwy . . **HO**twires 7228

► **Protection**

EAST SIDE SYNDICATE

Let Our Representative In Your Area
Help You Work Out A Financial Plan
To Protect Yourself Against Us.

2322 Guarded Mansion
Road **MO**bster 6631

► **Quack Cures**

TERMINAL SPRINGS SANITARIUM

Put A Sickly Relative In Our Steam Bath
For Just Two Weeks
And Watch Your Problems Disappear.

4043 S. Unpaved
Road **GR**aveside 1163

► **Safecrackers**

NOODLEMAN, NIMBLE FINGERS

Blowing Up A Building To Open Its Safe
Attracts Unwanted Attention.
Let Me Help You Enjoy
The Advantages Of Silent Theft.

1628 E. Tumbler **CO**mbination 61-8-44

► **Senseless Violence**

Army Of The 32nd Of July,
911 W. Fruitcake . . **UN**derground 0444

(See Our Ad Under "Terrorism")

► **Smugglers**

EXOTIC IMPORTING CO.

HARD-TO-FIND FOREIGN ITEMS

- ★ SOUTH AFRICAN IVORY
- ★ SOUTH AMERICAN PARROTS
- ★ SOUTH HONDURAS BEAN PICKERS

Hidden Runway
28 Airport **BO**rdersneak 3155

► **Telephone Bugs—Illegal**

C.I.A. VETERANS' WIRETAP SERVICE

Why Pay For Cable TV When It's More Entertaining
To Eavesdrop On Your Neighbors' Private Conversations?

1253 N.
Shady Lane . . . **DE**epthroat 4338

► **Telephone Calls—Obscene**

WEIRDNY, MUNGO J.

COLORFUL VOCABULARY
HEAVY BREATHING
Hire Me To Call The Girl Of Your Dreams
And Tell Her Exactly What You Have In Mind
"Se Habla Español"

1804 E. Sicko **DI**altone 4347

► **Terrorism**

ARMY OF THE 32ND OF JULY

ENLIST NOW TO HELP RID THE WORLD
OF WELSH MINERS, IRISH TENORS, GREEK
RESTAURANTS & DALMATIAN PUPPIES
Phone For A Recorded Message About
These & Others We Hate

911 W. Fruitcake **UN**derground 0444

COMMITTEE FOR A FREE NEW JERSEY

WE SPECIALIZE IN BOMBING NEWARK & TRENTON,
BUT WILL CONSIDER OUT-OF-STATE DEMOLITION.

Our Lady of
Hoboken Hall **TU**nnelview 3185

► **Vandalism—Wholesale**

ANGRY AUGIE

TOPS IN TRASHING SINCE 1974
School Burnings Subway Defacings Home Wreckings
877 N. Brainwarp . **SL**ashpillow 0144

Disturbed Students Of P.S. 168,
Locker #2643 . . **UN**derachiever -3738

SMUTTY SPRAY PAINT SERVICE

Choose From Our Wide Selection Of Four Letter Words!
Have Your Enemy's Property Defaced This Very Night!

5177 Macho Mall . . **#&\$!)\$#** 2166

► **Weapons—Illegal**

Arnold's Arsenal,
402 N. Kabooooooooom . . **HO**witzer 6628

(See Our Display Ad This Page)

MISS MELANIE'S NITROGLYCERIN BOUTIQUE

IMPORTED & DOMESTIC EXPLOSIVES
FOR THE DISCRIMINATING HOUSEWIFE
"Only TNT Destroys The Evidence
As It Destroys Your Husband"

414 S. Mayhem **SK**yhigh 2200

Next time you or your business needs to
reach out and put the touch on someone,
consult these Yellow Pages.

**DON'T BUY EXPENSIVE OLD COINS!
LET US MAKE YOU CHEAP NEW ONES.**



**COLLECTOR'S ITEM
COUNTERFEITING CO.**

UNDETECTABLE REPLICAS FOR THE HOBBYIST

- ★ Rare U.S. Gold, Silver & Copper
- ★ Even Scarcer Misprinted Currency
- ★ Truly Unique Postage Stamps With Errors

ORDER AS FEW AS 100 OR AS MANY AS A CARLOAD

217 W. Sotheby **FA**kemore 0111

*The following Mad
Sitcom Presentation comes
complete with its own
overbearing and obnoxious
laughtrack, which has been
specially designed for the
giggling impaired.*

You may think that in the world of network television, ABC stands for the "American Broadcasting Company." But judging by one of its current shows, ABC must really mean "Another Boring Comedy"! This alleged sitcom is all about a career woman, her ex-jock housekeeper, and her sexpot mother. All three are equals—they're all idiots! So, no matter who's in charge, can't we say that the...



My name is **Toenail Missilly!** In dis house, I do all da **cookin', cleanin', washin', ironin', and baby-sittin'.** Dat's how I stay in such **good shape!** Not from da **work,** but from **defendin' myself** from da **name-callin'** when I tell my **street buddies** I cook, clean, wash, iron and baby-sit for a livin'! Dose guys say I only got **brawn,** but they're wrong! I got **muscles,** too!

I'm **Angina Bowser,** a very successful advertising executive, and I'm **proud** to be a **working woman!** I'm living **proof** that women don't have to **stay at home** and do **menial, unrewarding housework!** I'm **proof** that women can do something **really important**—like hiring a man to do their **menial, unrewarding housework!**

I'm Angina's mother, **Moona Robinthecradle!** My philosophy on **men** can be summed up in one word: **YES!!!** I don't want to say that I'm **preoccupied with sex,** but why don't you stop reading this balloon and **kiss me!**



I'm Angina's son, **Jogathan!** I'm glad my mother hired Toenail 'cause he's **better** than any **father** I ever heard of! When I get a **C+** in school, Toenail says he's so **proud** to have a real **"Einstein"** living in the house!

I'm Toenail's daughter, **Cementha Missilly!** Connecticut is a lot **different** from the neighborhood my father grew up in! He left **crime, pollution,** people throwing **garbage** out the windows and **street gangs** to move up here. But that says a **lot** about my father! **Giving up** the things he **likes best** just for us!

LITTLE CHARLEY'S
MEDIUM-HOT
CALAMARE
SAUCE
VONGOLE
MARINARA
OLIO

BENCHLEY

TEEN HUNK

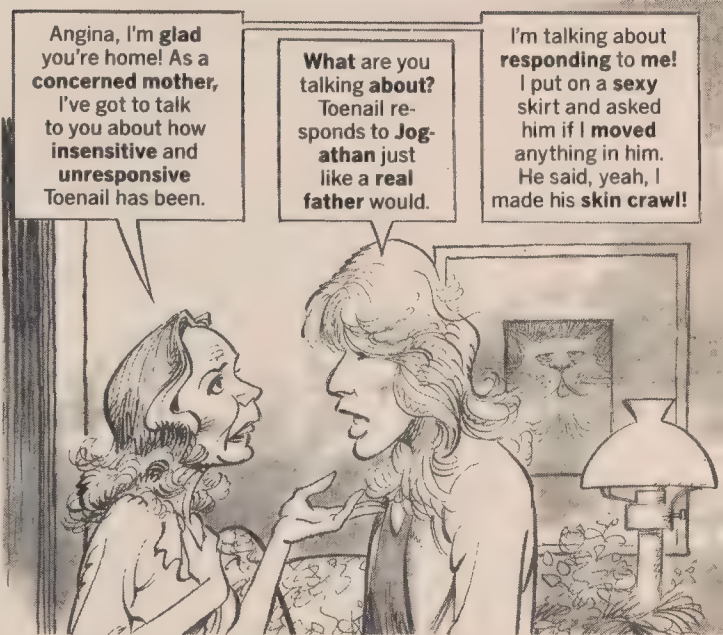
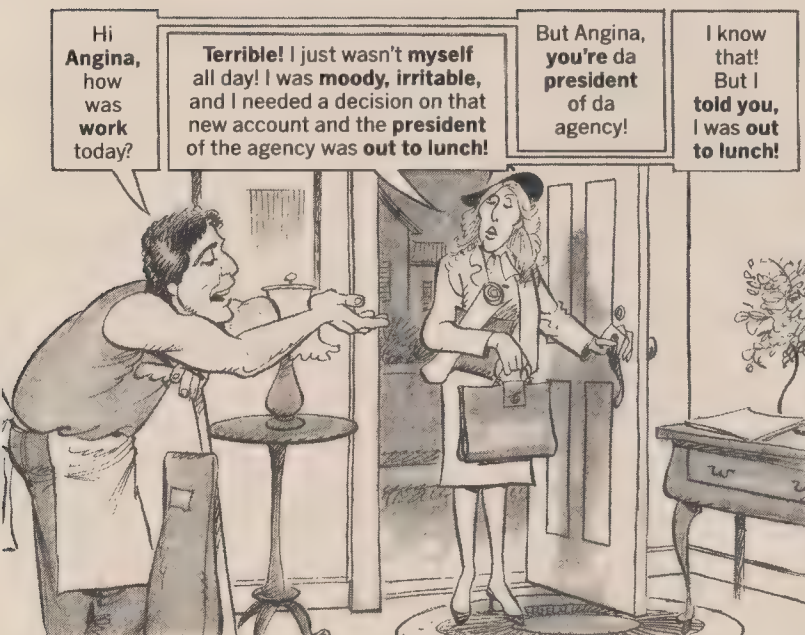
GAT DEUCKER



BOOB'S THE BOSS?

ARTIST: MORT DRUCKER

WRITER: DENNIS SNEE



Angina, c'mon in! Dese are my poker paisanos! Meet Sal the Stevedore, Pasta Pauli, Big Nick, Little Nick and Teddy the Teamster, Junior.

You like their names?

I'm talking about their undershirts! With the spaghetti sauce stains, it's kind of a "Ragu Rainbow" effect!

How colorful!

Hey, Big Nick! Dese meatball sandwiches your old lady Meg made us are pretty good!

Dat's the problem. When I get home tonight, I won't have any good reason to slap her around!

Hey, dat's reason enough! A woman who don't give you no reason deserves to be slapped around!

Toenail, could I see you for just one moment?



Toenail, I don't think your friends should come around here anymore.

Hey, whadda ya talkin' 'bout? Doze guys are my buddies! We're not hurtin' the house! We're not hurtin' the kids! Who we hurtin'?

Just the image of millions of Italian-Americans!



Mr. Missilly, I'm Miss Primnose, from the Office of Child Welfare. I understand you're providing child care here and I've been sent to check on your qualifications.

Well, I dunno about no qualifications, but I ain't heard no complaints from anybody dat lives in dis here house!

There's also a criminal charge.

What criminal charge?

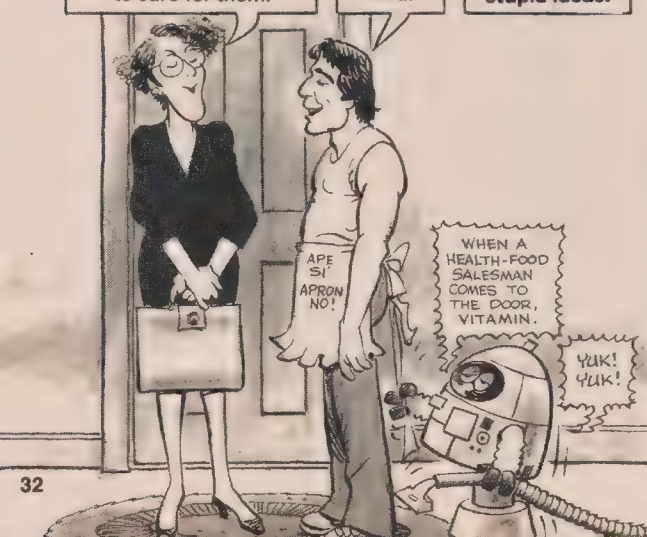
Murdering the English language!



I will give you a field evaluation. If you pass, you can care for the children. If you fail, someone else will have to care for them.

Gee, that's a pretty stupid idea.

I'm a civil servant! We're specially trained to come up with stupid ideas!

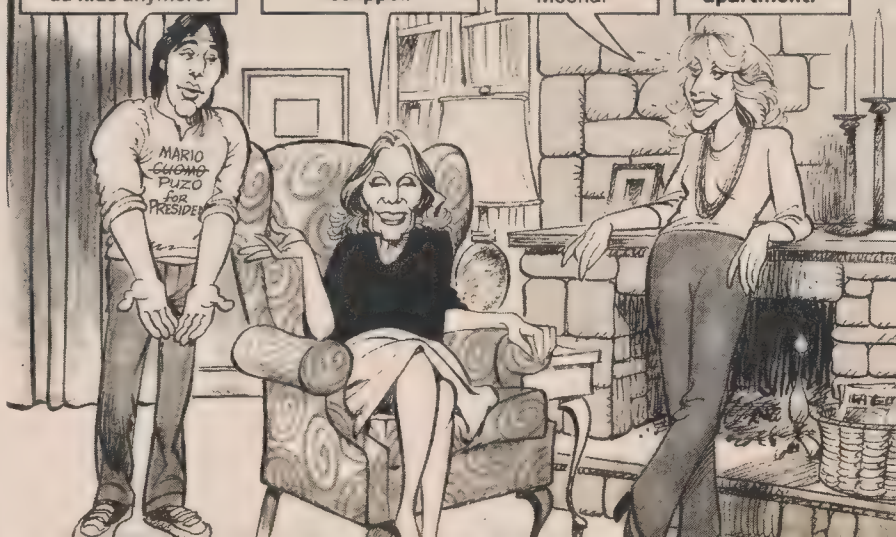


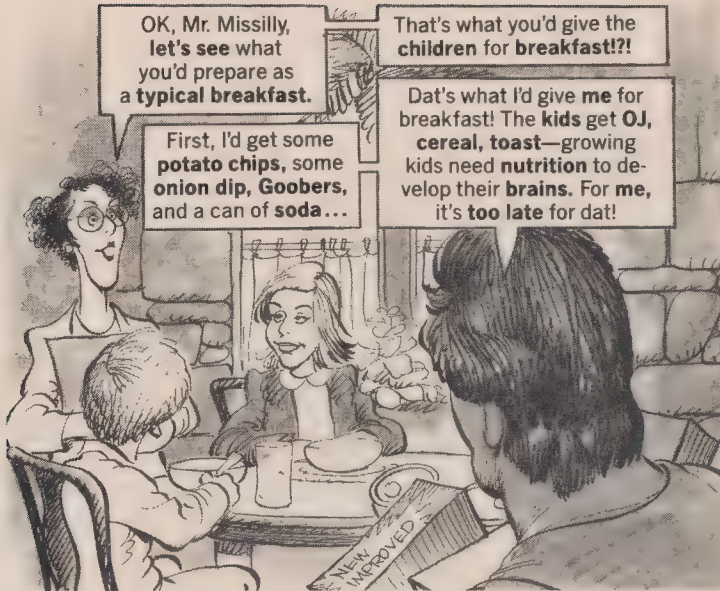
So dat's da story! If Miss Primnose decides I ain't qualified, I won't be able to take care of da kids anymore!

Look on the bright side. If you leave, you can probably make a lot more money as a male stripper.

They don't have clubs like that around here, Moona!

Who's talking about clubs? I'm talking about upstairs in my apartment!



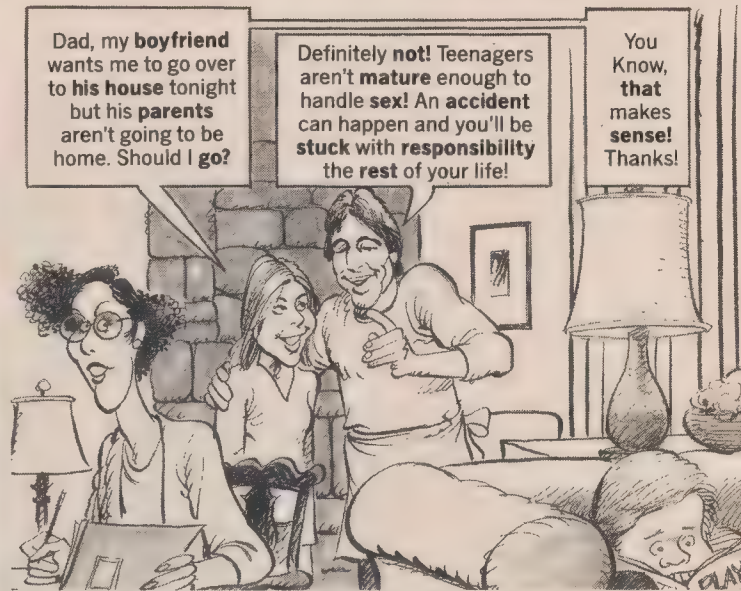


OK, Mr. Missilly, let's see what you'd prepare as a **typical breakfast**.

First, I'd get some **potato chips**, some **onion dip**, **Goobers**, and a can of **soda**...

That's what you'd give the **children for breakfast!?!?**

Dad's what I'd give me for breakfast! The **kids get OJ**, **cereal**, **toast**—growing kids need **nutrition** to develop their **brains**. For me, it's **too late** for dat!



Dad, my **boyfriend** wants me to go over to **his house** tonight but his **parents** aren't going to be home. Should I **go**?

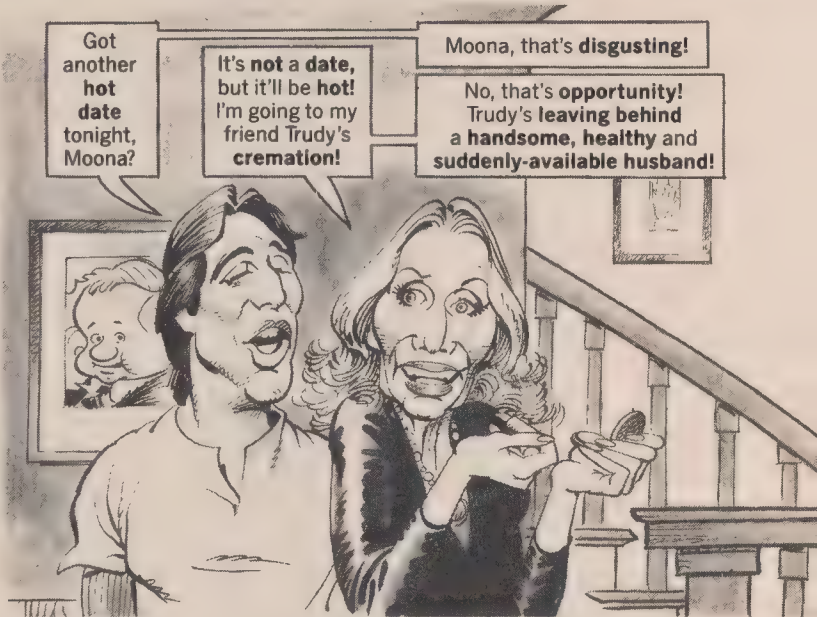
Definitely **not**! Teenagers aren't **mature** enough to handle **sex**! An **accident** can happen and you'll be **stuck with responsibility** the **rest** of your life!

You **Know**, that makes **sense**! Thanks!



Mr. Missilly, I'm **impressed**! How did you **learn** about handling teenage dilemmas like **premarital sex**?

The **hard way**! **Cementa** was **born** when I was **only 14**!

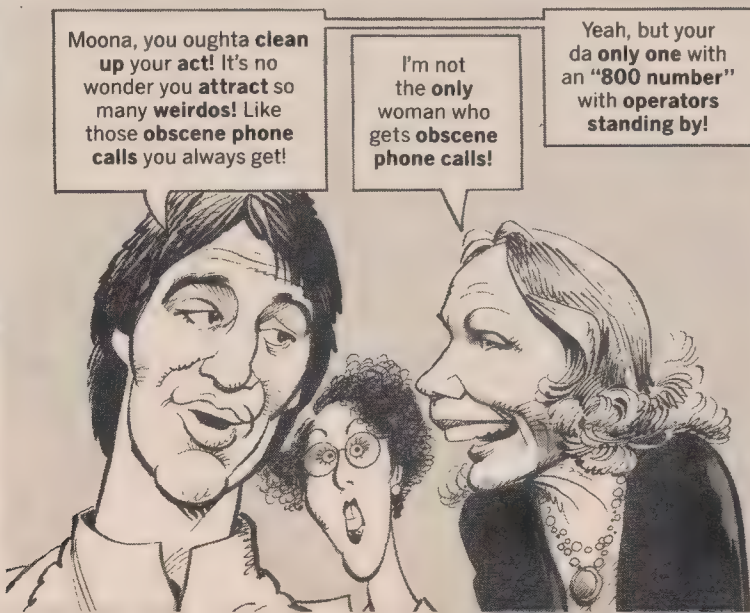


Got another **hot date** tonight, **Moona**?

It's **not a date**, but it'll be **hot**! I'm going to my friend **Trudy's** **cremation**!

Moona, that's **disgusting**!

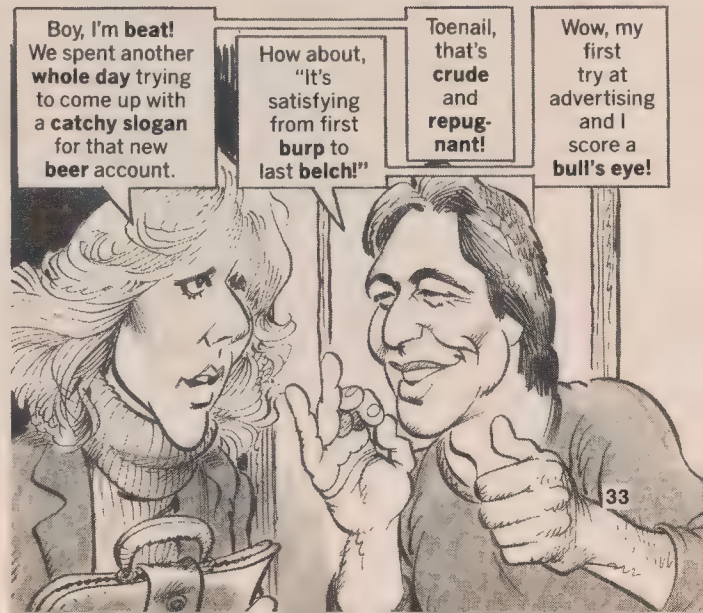
No, that's **opportunity**! **Trudy's** leaving behind a **handsome, healthy** and **suddenly-available husband**!



Moona, you oughta **clean up** your **act**! It's no wonder you **attract** so many **weirdos**! Like those **obscene phone calls** you always get!

I'm not the **only** woman who gets **obscene phone calls**!

Yeah, but you're **da only one** with an **"800 number"** with **operators standing by**!



Boy, I'm **beat**! We spent another **whole day** trying to come up with a **catchy slogan** for that new **beer account**.

How about, "It's satisfying from first **burp** to last **belch**!"

Toenail, that's **crude** and **repugnant**!

Wow, my first try at **advertising** and I score a **bull's eye**!

Toenail, your advice **worked!** I told that **bully** at school that "**fighting** doesn't prove **anything**, and really tough guys **don't** have to **fight!**"

And it **worked**, huh?

Yeah, he left **me** alone and started **beating the crap** out of **Cementtha!**



Before I **conclude** my **evaluation**, Mr. Missilly, I'd just like to ask you a few **questions**. What is the **most difficult** aspect of your job here in the home?

That's **easy!** You can **hear** it in the living room **right now!** It's when those two start **fighting** and I have to **break it up!**



Girls! Girls! Please! Act like adults!

Now, **go** to your **corners**, and when I blow the whistle, come out **fighting!** But no **hair pulling**, **finger gouging**, **spitting** or **hitting** below the belt!

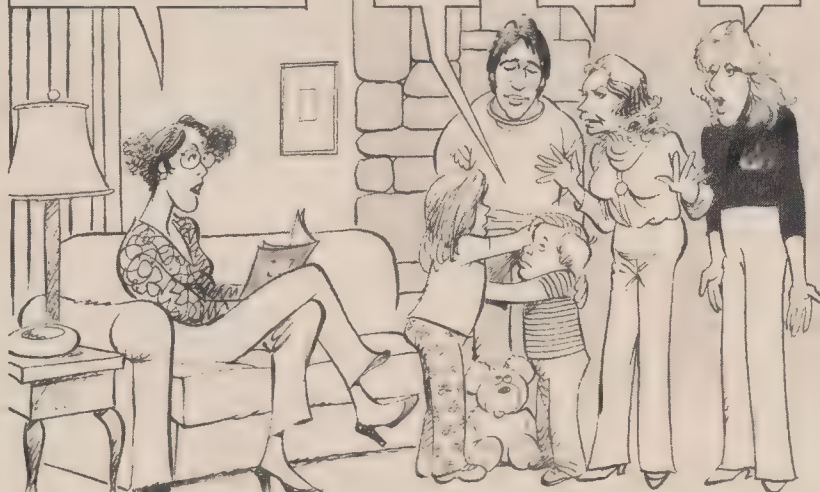


Well, I've concluded my **evaluation**. My decision is: there will have to be a **major change** concerning the **care** of these **children**.

But I **love** Toenail!

Yeah, we **want** him here!

You **can't** make **Toenail** leave!

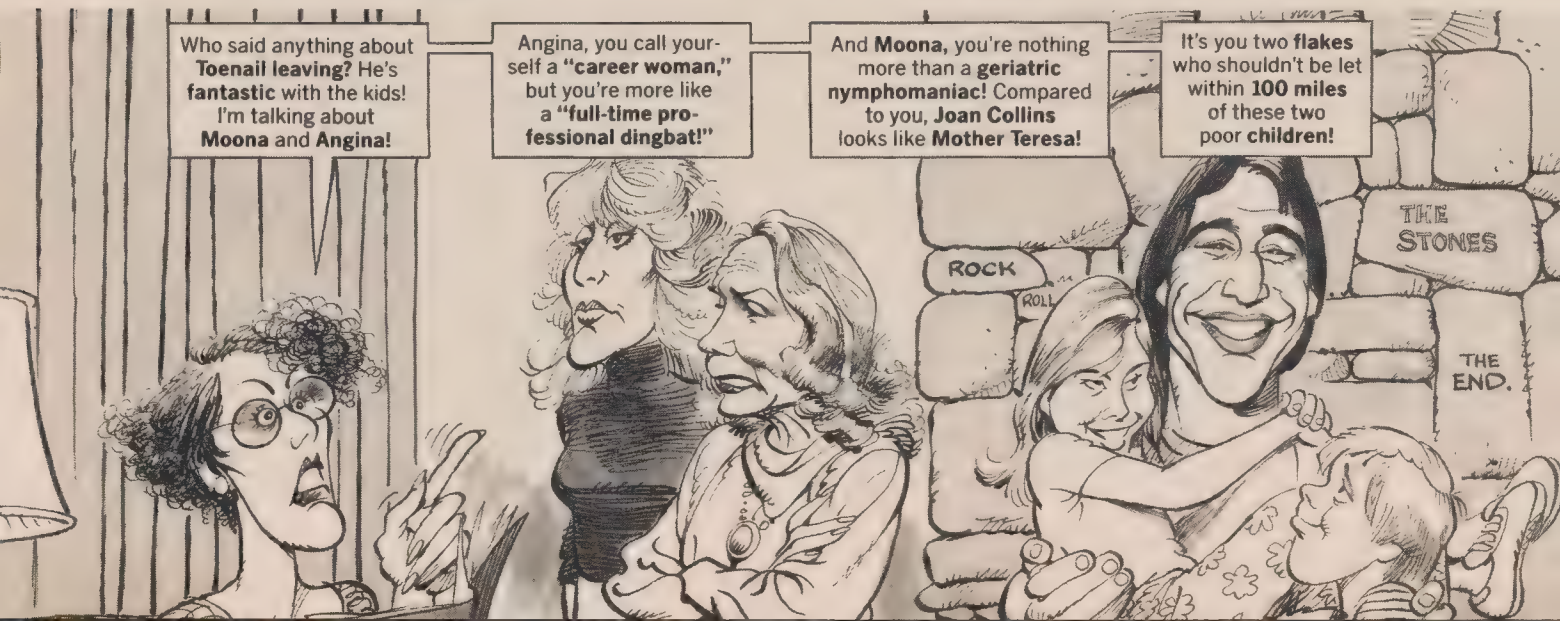


Who said anything about **Toenail** leaving? He's **fantastic** with the kids! I'm talking about **Moona** and **Angina!**

Angina, you call yourself a "**career woman**," but you're more like a "**full-time professional dingbat!**"

And **Moona**, you're nothing more than a **geriatric nymphomaniac!** Compared to you, **Joan Collins** looks like **Mother Teresa!**

It's you two **flakes** who shouldn't be let within **100 miles** of these two **poor children!**



TEACHER'S PEST DEPT.

Once there were sitcoms like "Welcome Back, Kotter," featuring wise-ass kids who were one step away from being illiterate. But now that's all changed. The TV classroom this season contains the opposite—brilliant kids with stratospheric IQs. The problem is that, in their own way, they're just as wise-ass as the punks Kotter taught. Which is why MAD ranks them right at the...

HEAD *of the* GRASS

ARTIST: ANGELO TORRES

WRITER: FRANK JACOBS



Maybe it's time you learned there's more to life than scoring high on tests! That life is a constant...

Get ready to throw up! He's playing the Father Figure role again!

He always makes us suffer through these socially-significant stories with nothing morals! It makes him feel like he's doing something worthwhile!

I heard Mr. Bore used to be a sleazy disc-jockey in Cincinnati! After that, anything would seem worthwhile!

Class, today begins Career Week. You'll learn how very successful people made it to the top! Our first visitor is U.S. Senator Roscoe Scroon!

Senator, what do you advise a person going into politics?

Develop a popular image like Pat Sajak or Ed McMahon!

But they just stand around, smile, and never take a stand on anything!

Hey, you catch on fast!

If he wants to do something really worthwhile he'd blow up this school's cafeteria!

Senator, how should the U.S. deal with the contras?

I'm in favor of the status quo, so long as we remain aware of the effect of necessary change!

You call that an answer? You sidestepped the issue!

That was nothing compared to my views on Star Wars!

So much for going into politics!

Let's meet someone who's creative!


You want creativity? Meet defense contractor Wilbur Bucksimmer! He's made a fortune with his high-tech Infra-Structural Rotator!

What's creative about this? Anybody can see it's just a screwdriver!

Not to the boys in the Pentagon! They're impressed with my creative name for it...and the creative \$200 price I charge them for it! But must of all, they're impressed with the thousands of dollars in kickbacks I give them — not to mention the promise of cushy jobs with my company when they retire from the military!

In our psychology books, that's defined as "abnormal psychopathic greed"!

In the corporate world, it's defined as "business as usual"!



I like lunch break!
It allows us to look
down on all the other
students and exercise
our superiority!

Look at them —
carried away
with their stupid
proms and lame
football rallies!

The poor slobs will
never know the joys of
memorizing the bone
structure of the
three-toed sloth!

Or the ecstasy
of translating
“Moby Dick”
into ancient
Sanskrit!

See how they waste
their lives reading
MAD...starting
food fights...

...making
out with
their
steadies!

Deep down
they envy
our
superiority!

Yeah! No one is more
superior than we are at
being ranked on...and left
out of parties...and fun...

THE
UNGRATEFUL
SEMI-
COMATOSE

Birdinhand, how come every week we carry on a 30-second conversation that has nothing to do with school business?

Because the kids may fill your need to be a father, but I make you come face-to-face with the drab, lonely emptiness of your personal life!

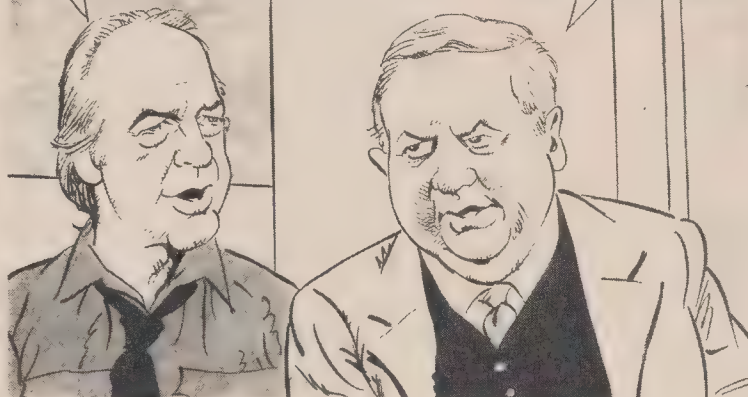
Thank God it's nothing serious!

Well, if it isn't Dr. Schlemiel, the school's D.H. — Designated Heavy!

Bore, your after-shave is a disgrace to the teaching profession!

What does that have to do with my skill in the classroom?

Nothing whatsoever! But in order for me to be believable as a high school principal, I have to be a totally illogical buffoon!



Class, our next Career Day visitor is famed actress Hillary Hotstrut!

Ms. Hotstrut, what do you consider your most exciting parts?

The ones beneath this dress—as any producer can tell you!



Is it true your career was shaped by the teachings of the great Stanislavsky?

No, but my body was shaped by the plastic surgery of the great Dr. Howard Pincus!



Starting out, were you drilled on the plays of the major playwrights?

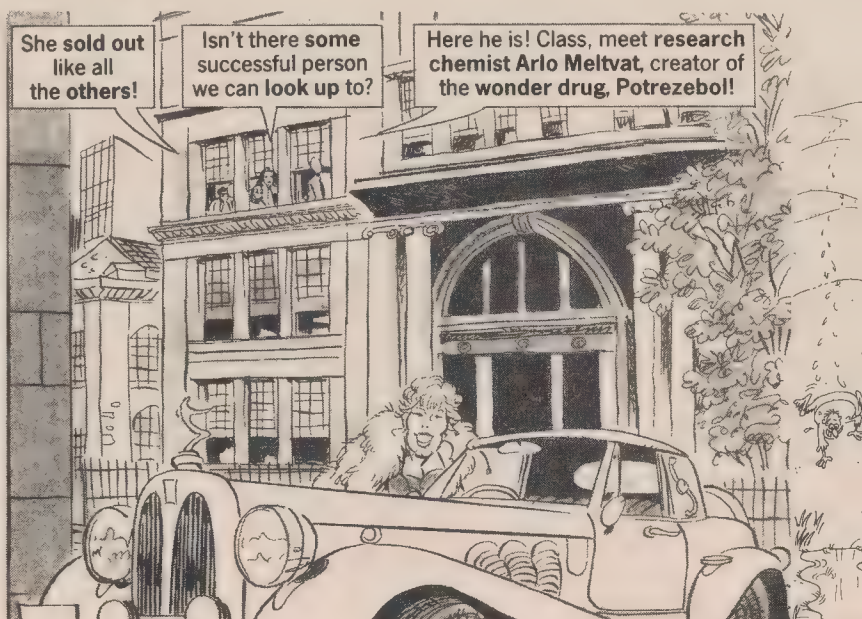
No, on the couches of the major studios!



She sold out like all the others!

Isn't there some successful person we can look up to?

Here he is! Class, meet research chemist Arlo Meltvat, creator of the wonder drug, Potrezebol!





Dr. Meltvat, I understand you slaved away in your lab for three years to perfect Potrezebol!

Wise up, kid! The lab work took two weeks! The rest of my time was spent working out my boffo percentage deal with the drug companies!

But thousands could have been cured during that time!

It's true we lose some customers, but at \$2.50 a pill, I'll still wind up with millions!

It's disgusting! All we've seen today is selfishness, greed and dishonesty!

Is this what happens to super-smart kids like us?

No! They were all poor learners and low-I Q school dropouts!

However, the next group you'll meet all graduated from this class in previous years! They all have I Q's of 160 and above!



Class, meet Elias Grebb, who masterminded Walter Mondale's 1984 Presidential campaign!

Wanda Queeg, marriage counselor to televangelists Jim and Tammy Bakker!

Zack Meerchaum, who convinced George Lucas to make "Howard the Duck!"

Monica Dreck, vocal coach to Philip-Michael Thomas!

And finally, Vernon Wimple, who persuaded Coca-Cola to change it's formula for the original Coke Classic!

Hub Gridley, Sean Penn's media advisor and image maker!

Sidney Dwirl, team motivator of the Indianapolis Colts!

Percy Hemmes, financial and military strategist to Col. Oliver North!

Elmer Irby, who engineered Lucille Ball's TV comeback!



THEY graduated from this class?!

All of them became humongous screw-ups!

Are we condemned to wind up like them?

There's one way to avoid it! Latch on to a safe, protected job that nobody else wants! Make sure it requires no ambition, pays a sub-standard wage and lets you retire on a pitiful pension after 30 years of dull, unappreciated labor!

Wait a minute! That's an exact description of you!

You're saying to use YOU as a role model?

Good God! FORGET IT!!!

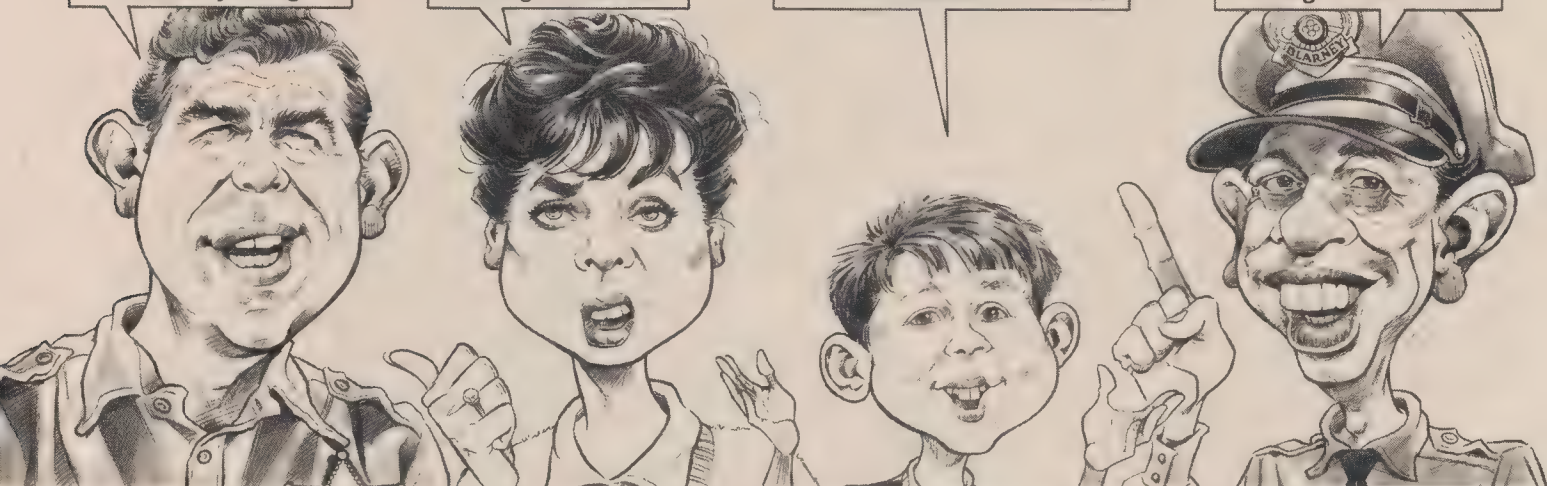


Hi, y'all. I'm **Andy Talker**. I'm the **Sheriff** here in **Mudborey**. Nothin' much happens in these parts. Why, heck, the leading cause of death is **chronic yawning!**

I'm **Hellin**. Andy's sure right about **nothing** ever happening. We've been going steady for eight years and believe me, **nothing has happened**, exciting or otherwise!

Hi, I'm **Dopie**, Andy's son. I'm not your usual smart-assed, wise-cracking TV kid. I'm polite to adults, I obey my **Paw**, I don't lie or cheat and I always do my homework. I guess you could call me one of **television's first nerds!**

My name's **Blarney Flute**. I'm the **Sheriff's Deputy**. I don't like to **brag** much, but I've had the honor of being chosen **Mudborey's Deputy of the Year eight times** in a row!



ARTIST: SAM VIVIANO

WRITER: LOU SILVERSTONE

Hold it or I'll **blow you away!** Jest 'cause your Daddy's the Sheriff you can't commit a **major criminal act!**

But I'm just gettin' my **ball!**

In **Mudborey**, walkin' on the grass is as **major** a crime as we get!

Blarney, I don't care if you play with Dopie but **put the gun away!** Lordy, it's no toy! No wonder Andy won't give you **real bullets!** Here, try my peach cobbler.

Glumm-ffss.

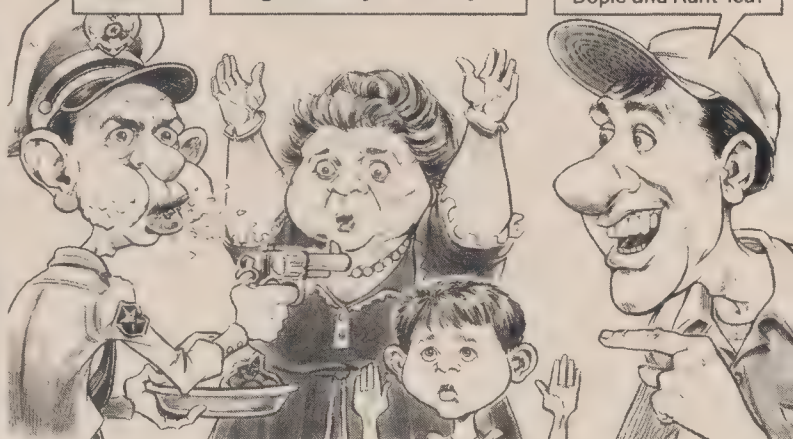
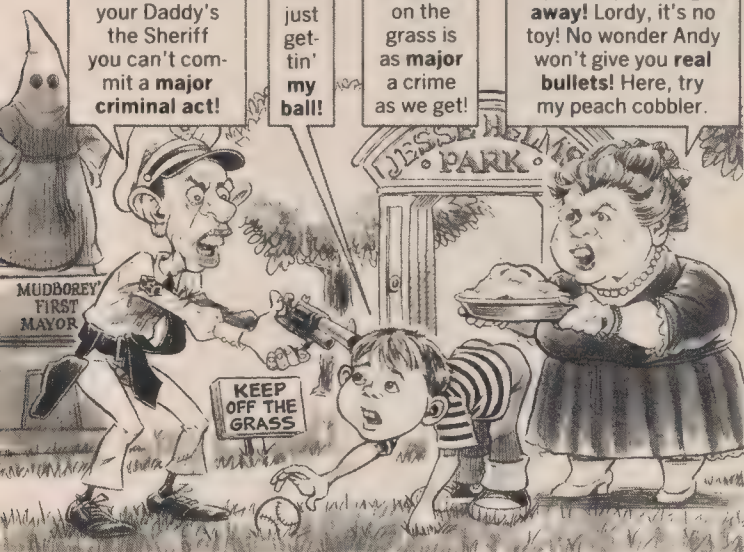
Howdy there, Blarney, watcha' doin'?

Reading these **suspects** their rights, but it's **tough** with a mouthful of **peach cobbler!**

I seen **Sgt. Friday** readin' a guy his rights on TV last **Tuesday**... or was it **Sgt. Tuesday** last **Friday**?

You're **under arrest** too, for **interferin'** with a **lawman** in the execution of his duty!

Gaw-lee, are you going to **execute** Dopie and Aunt Tea?



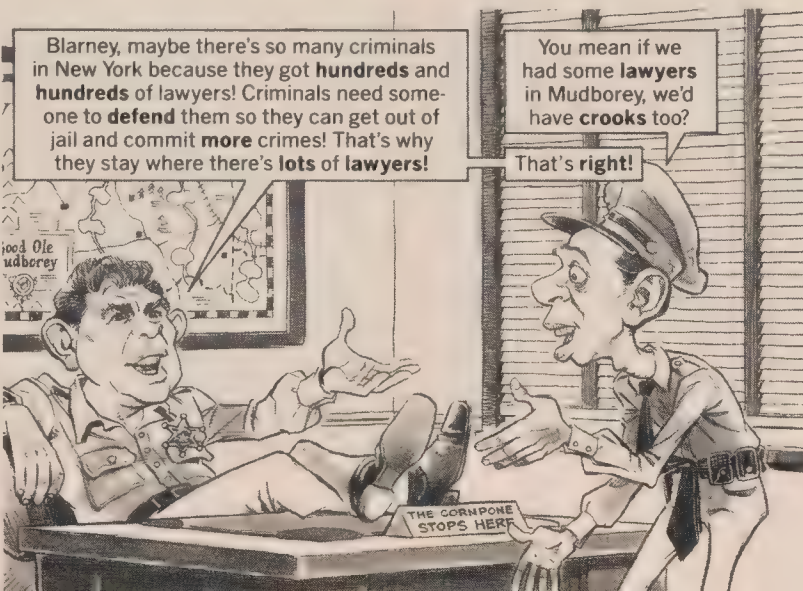
It's **not fair!** I hear tell in New York they have so many prisoners, that there **ain't enough** jails to **hold** them all!

Wow, I wonder who's in charge of **decorating over there**. Those cells must be a **real attraction!**

Blarney, maybe there's so many criminals in New York because they got **hundreds** and **hundreds** of lawyers! Criminals need someone to **defend** them so they can get out of jail and commit **more** crimes! That's why they stay where there's **lots** of lawyers!

You mean if we had some **lawyers** in Mudborey, we'd have **crooks** too?

That's right!



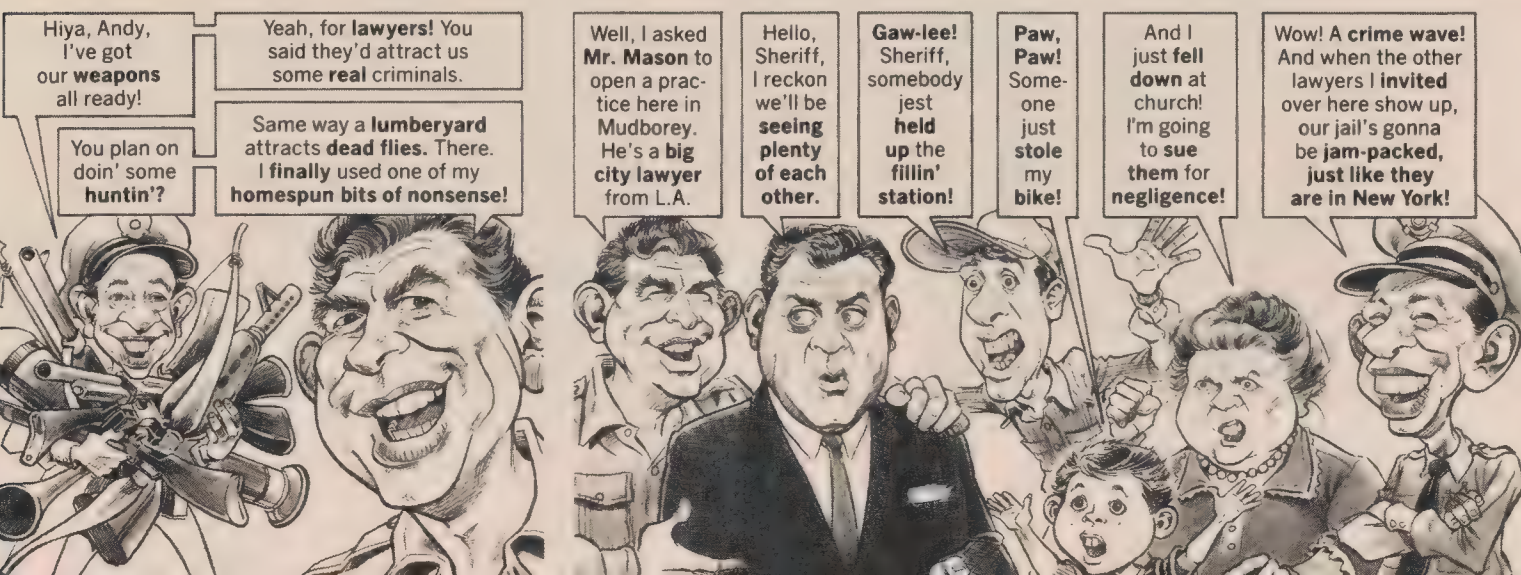
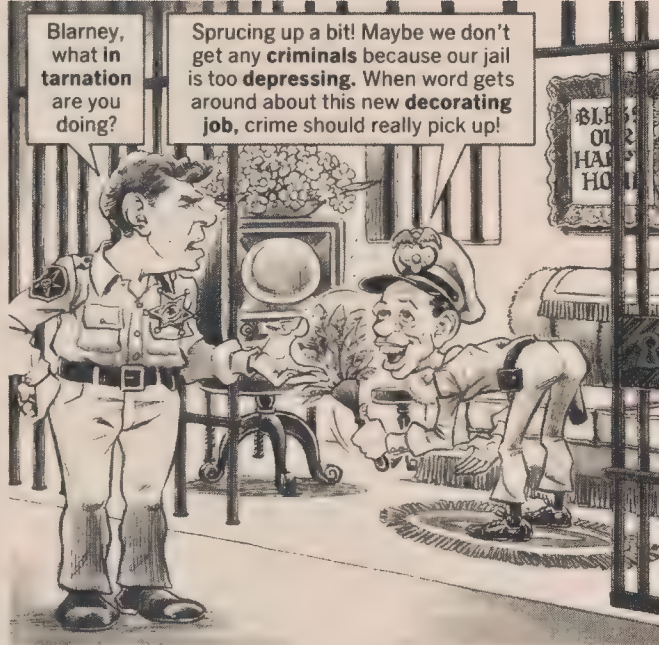
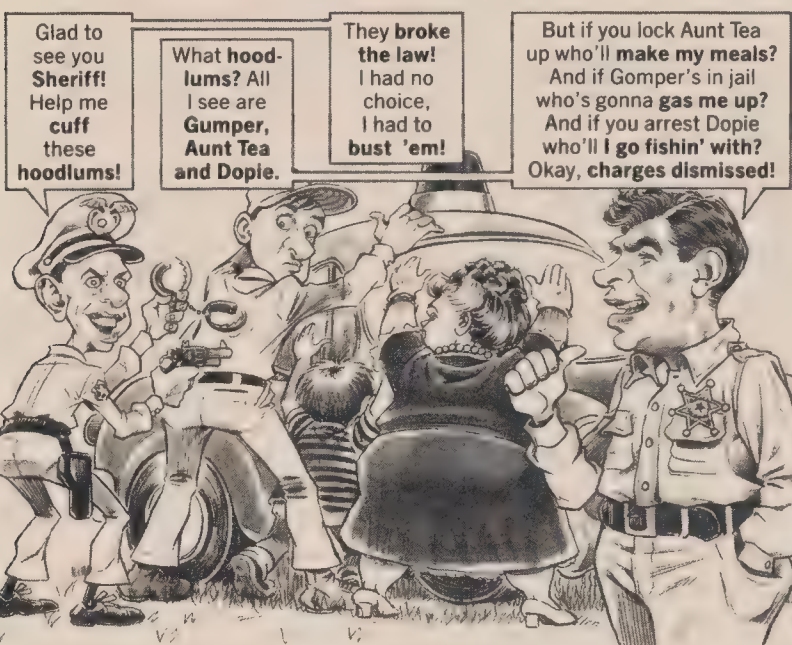
That's because you're Mud-borey's **only** deputy! Hi, I'm **Aunt Tea**, and I keep house for Andy and Dopie. They're so nice and so sincere—why, I get sick just **thinking** about them!

Howdy, I'm **Gumper Piles**. I work in the fillin' station and sing baritone in the **ladies' choir**! I'll be leavin' soon to join the Marines. **Gaw-lee**, that ain't gonna do much for their **macho image**!

A BAD CASE OF

THE RE-RUNS DEPT.

THE ANDY GRINNING SHOW



Hiya, Andy, I've got our **weapons** all ready!

Yeah, for **lawyers**! You said they'd attract us some **real** criminals.

Well, I asked **Mr. Mason** to open a practice here in Mudborey. He's a **big city lawyer** from L.A.

Hello, Sheriff, I reckon we'll be **seeing** plenty of each other.

Gaw-lee! Sheriff, somebody jest **held** up the fillin' station!

Paw, Paw! Someone just stole my **bike**!

And I just fell **down** at church! I'm going to **sue** them for **negligence**!

Wow! A **crime wave**! And when the other lawyers I **invited** over here show up, our jail's gonna be **jam-packed**, just like they are in **New York**!

Same way a **lumberyard** attracts **dead flies**. There. I **finally** used one of my **homespun bits** of nonsense!

You plan on doin' some **huntin'**?

ALIEN LIFE FARCE DEPT.

Ah, just what the TV world was waiting for! A new sitcom about a dull family with wise-cracking kids! What will they think of next? In this new series, some viewers like what they thought of next! Frankly, we find this dog of a show simply...

I'm **Silly Shammer**, the head of this household—that is, if no one **minds**! I'm sort of a **wimp**, but someday I hope to be **real macho**, like my idol, **Pee Wee Herman**!

I'm **Mate**, Silly's wife! I married Silly because he's a very **undemanding** husband! We haven't made love in **years**! But maybe someday his **headache** will go away! God, I hope not!

I'm **Lame**, their 16-year-old **daughter**! My parents are too **drippy** for words! But I **cover** for them! I tell all my friends that I'm **adopted**!

I'm **Brian**, the six-year-old! Guess what? My **prayers** have been **answered**! I asked for a **dog** and God **threw** one **through** the **garage roof**! Pretty **weird**, huh? But the **neat** part is, I don't even have to **walk** him!



ARFul

ARTIST: MORT DRUCKER
WRITER: DICK DEBARTOLO

Hey! Up here! It's me, Arf! You want to know what's **really weird?** I just came **crashing** through this **garage roof** at the speed of light and not **one** of their neighbors came out to see what all the **noise** and **excitement** was about! You'd think this was **downtown Beirut** or something! Actually, they should **thank me!** I just installed a space-age **skylight** in their garage roof for **free!** Ha! **No problem!**



MORT
DRUCKER

I say we
**report the
alien
to the
Government!**

Let's give
him a
little
more time!

Exactly
**how
much
time?**

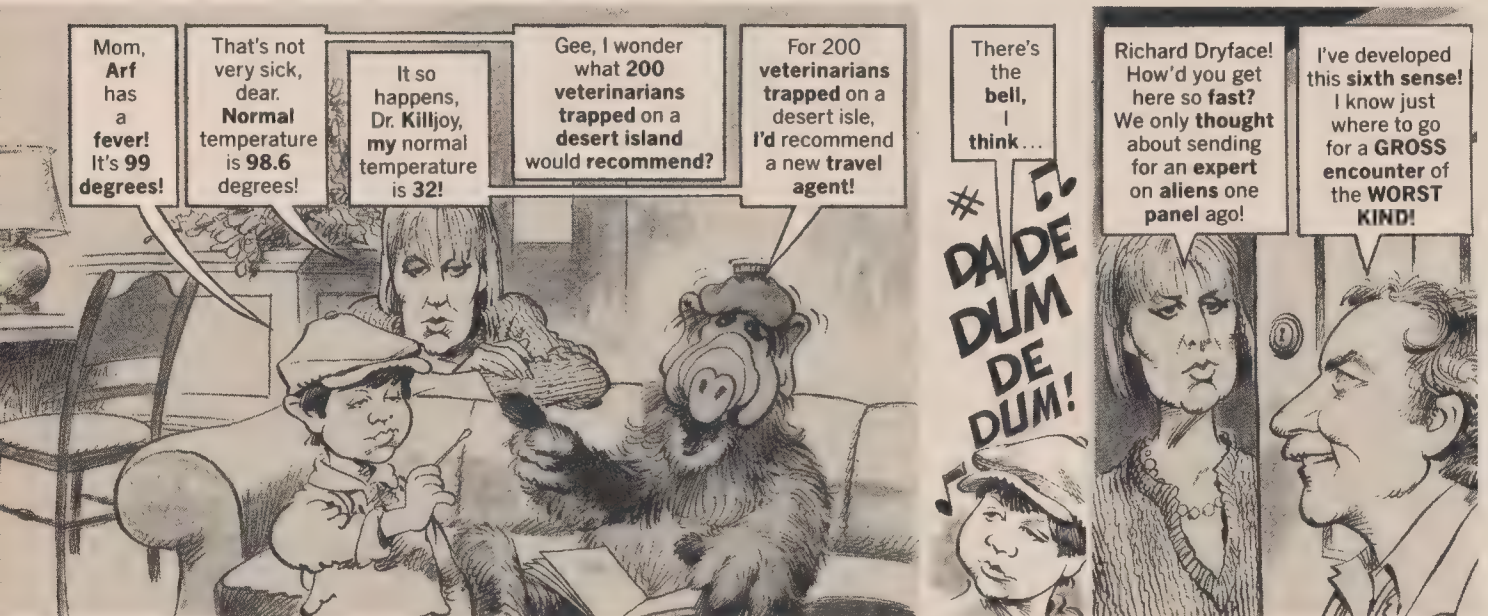
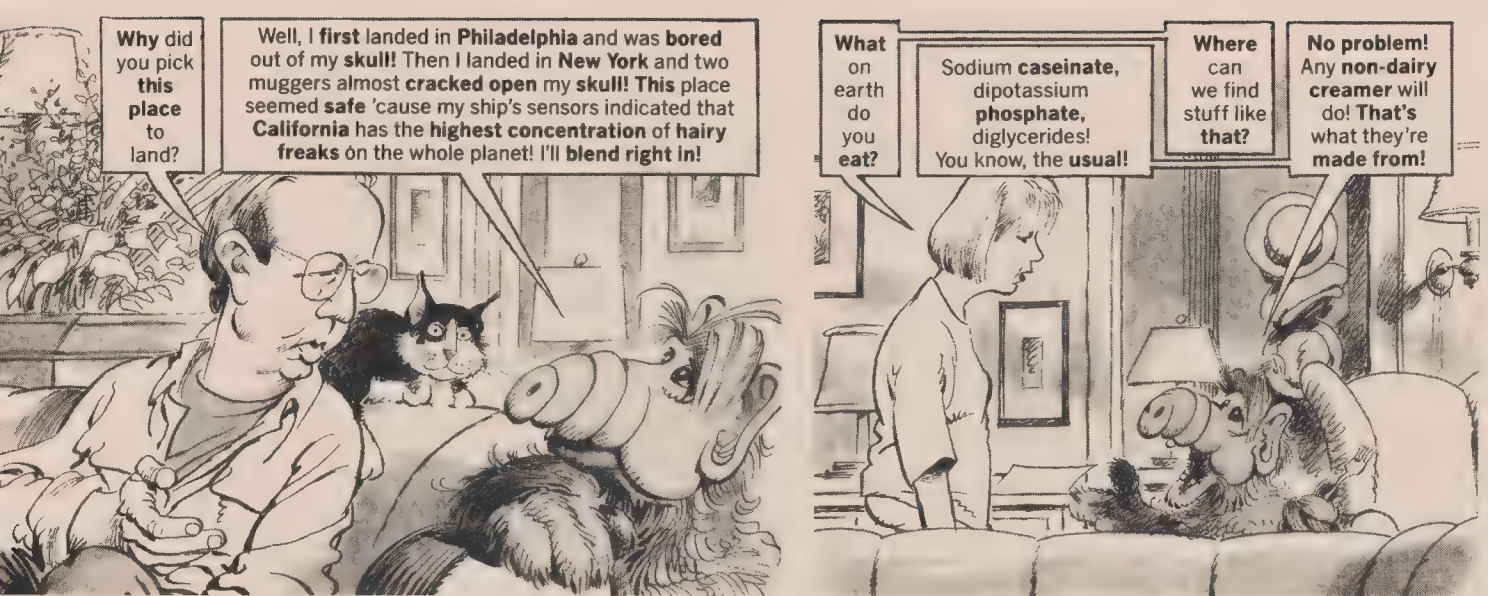
Thirteen weeks!
If he works
out, we'll **keep**
him for the
whole season!

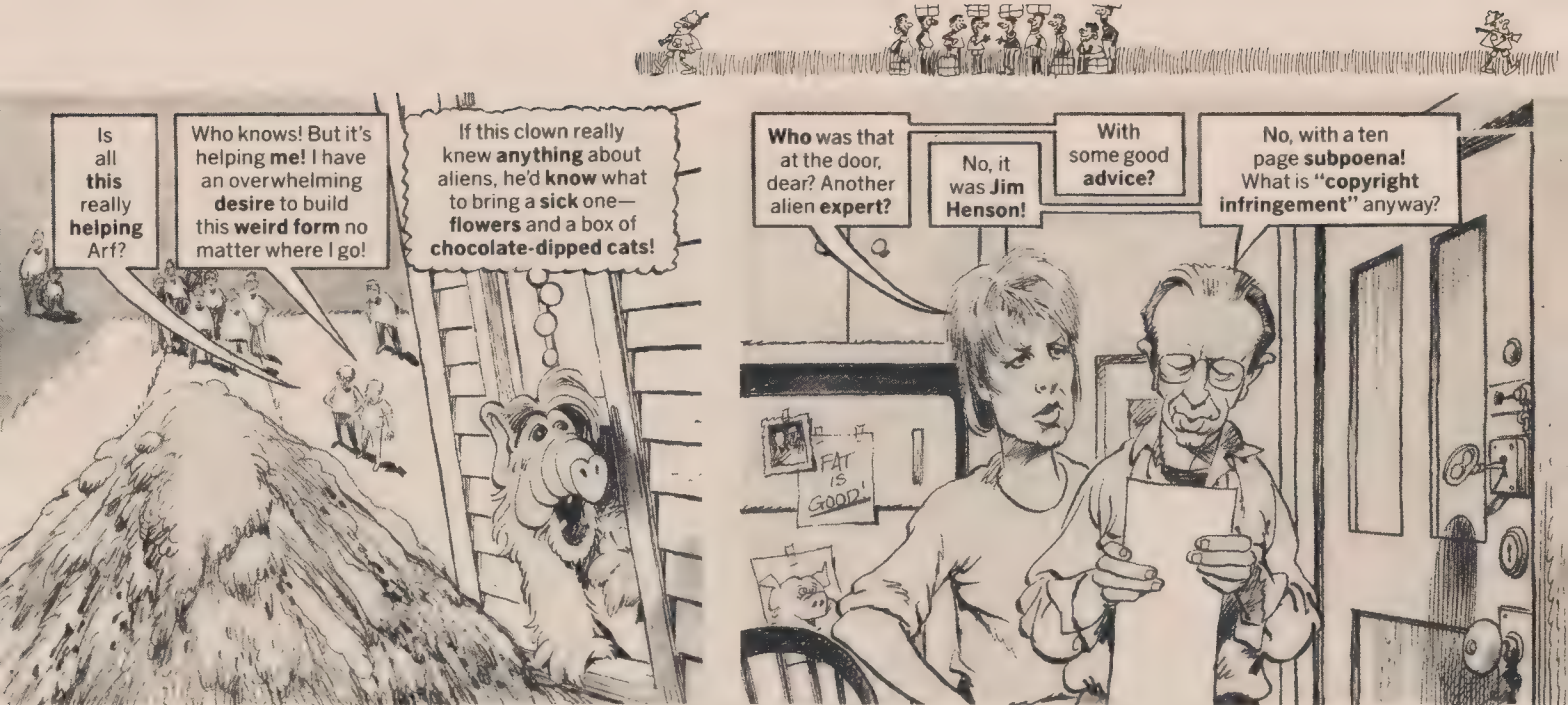
Hey, these
American
sitcom
families
are **all heart!**



Hey, folks, **simmer down!** Let me explain why you **shouldn't** get rid of me! If you were a **black family** with wise-cracking **black kids**, they'd say you were **ripping off** the "**Cosby Show**." If you were a **white family** with wise-cracking **white kids**, they'd say you were **ripping off** "**Family Ties**." **White family, black kid, "Webster"!** But a **white family** with an **ORANGE kid—Bingo!** It's **never** been done before!







Is all this really helping Arf?

Who knows! But it's helping me! I have an overwhelming **desire** to build this **weird form** no matter where I go!

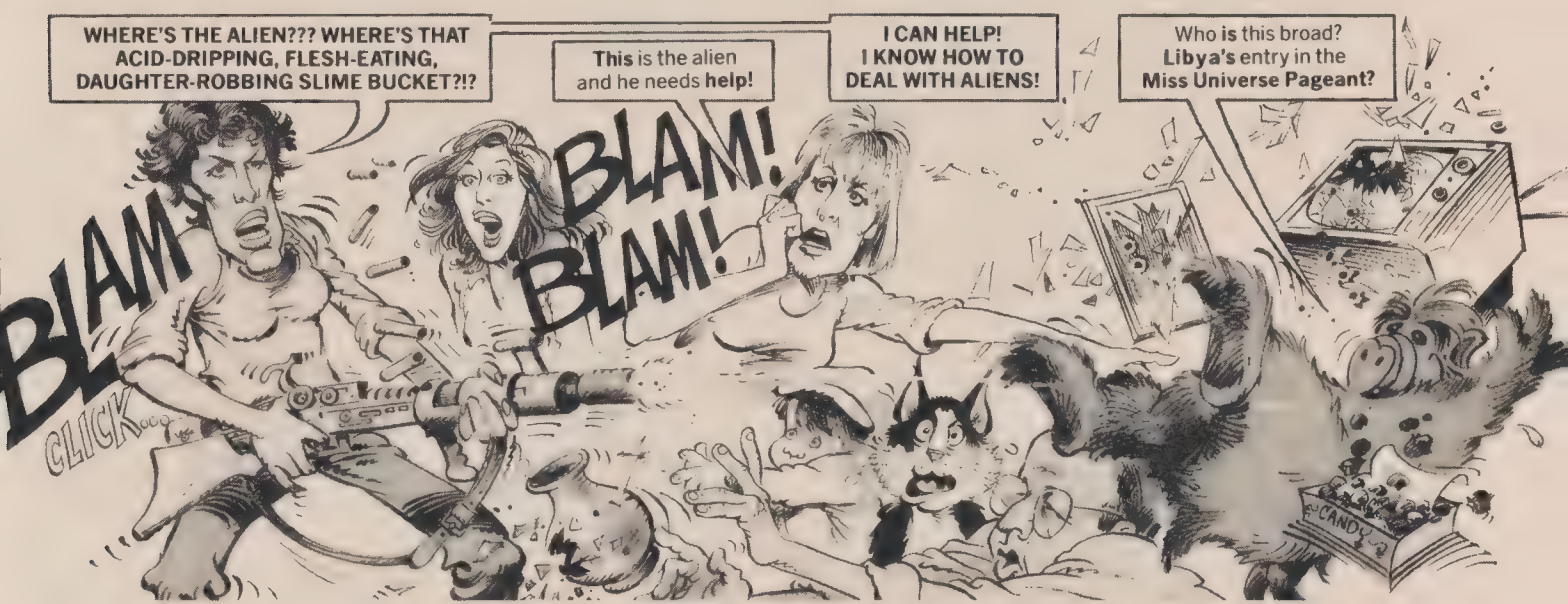
If this clown really knew **anything** about aliens, he'd **know** what to bring a sick one—**flowers** and a box of **chocolate-dipped cats**!

Who was that at the door, dear? Another alien expert?

No, it was **Jim Henson**!

With some good advice?

No, with a ten page **subpoena**! What is "**copyright infringement**" anyway?

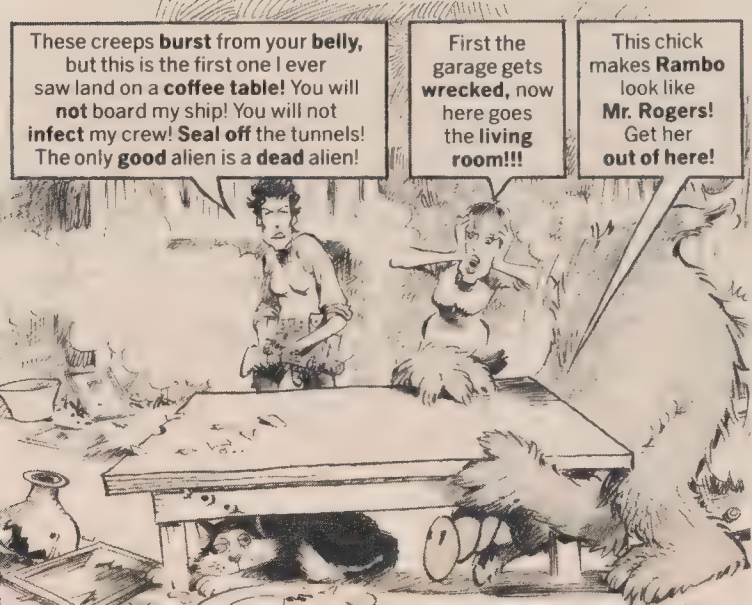


WHERE'S THE ALIEN??? WHERE'S THAT ACID-DIPPING, FLESH-EATING, DAUGHTER-ROBBING SLIME BUCKET?!!

This is the alien and he needs help!

I CAN HELP! I KNOW HOW TO DEAL WITH ALIENS!

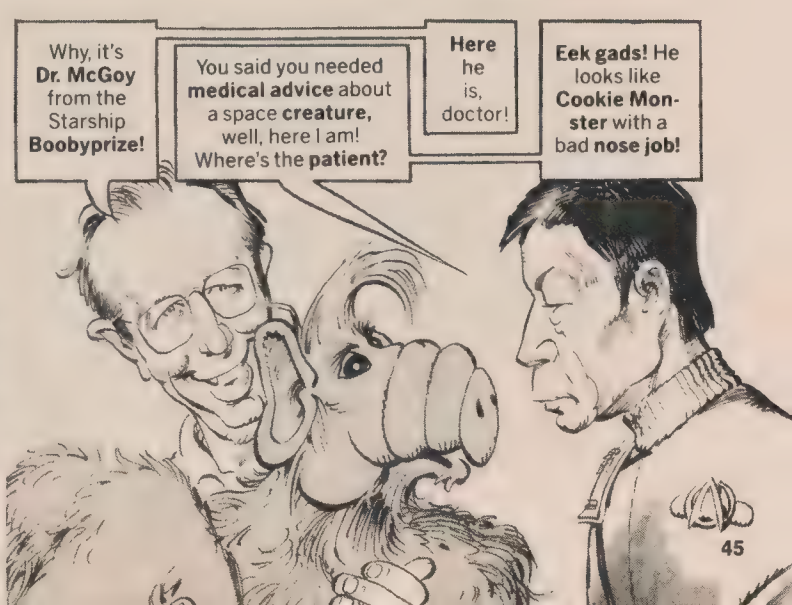
Who is this broad? Libya's entry in the Miss Universe Pageant?



These creeps **burst** from your belly, but this is the first one I ever saw land on a **coffee table**! You will **not** board my ship! You will not **infect** my crew! **Seal off** the tunnels! The only **good** alien is a **dead** alien!

First the garage gets **wrecked**, now here goes the **living room**!!!

This chick makes **Rambo** look like **Mr. Rogers**! Get her out of here!

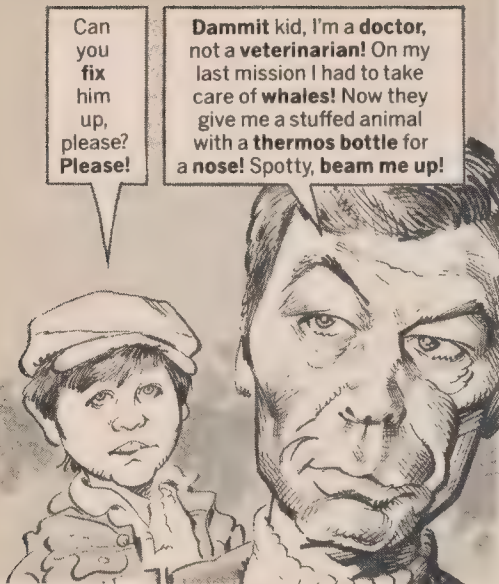


Why, it's **Dr. McGoy** from the **Starship Boobyprize**!

You said you needed **medical advice** about a space **creature**, well, here I am! Where's the **patient**?

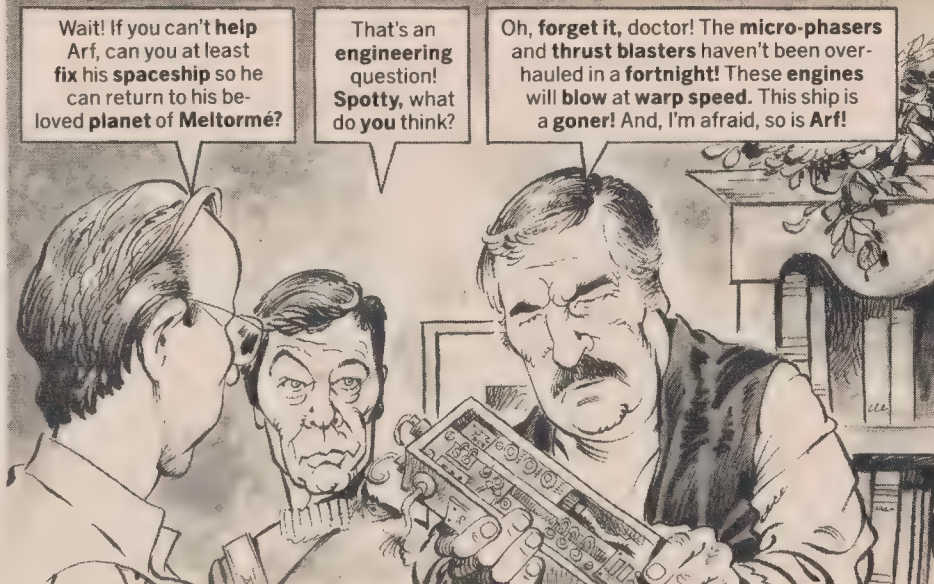
Here he is, doctor!

EEK gads! He looks like **Cookie Monster** with a bad nose job!



Can you fix him up, please? Please!

Dammit kid, I'm a doctor, not a veterinarian! On my last mission I had to take care of **whales!** Now they give me a stuffed animal with a **thermos bottle** for a nose! Spotty, beam me up!



Wait! If you can't help Arf, can you at least fix his **spaceship** so he can return to his beloved **planet of Meltormé?**

That's an **engineering** question! Spotty, what do you think?

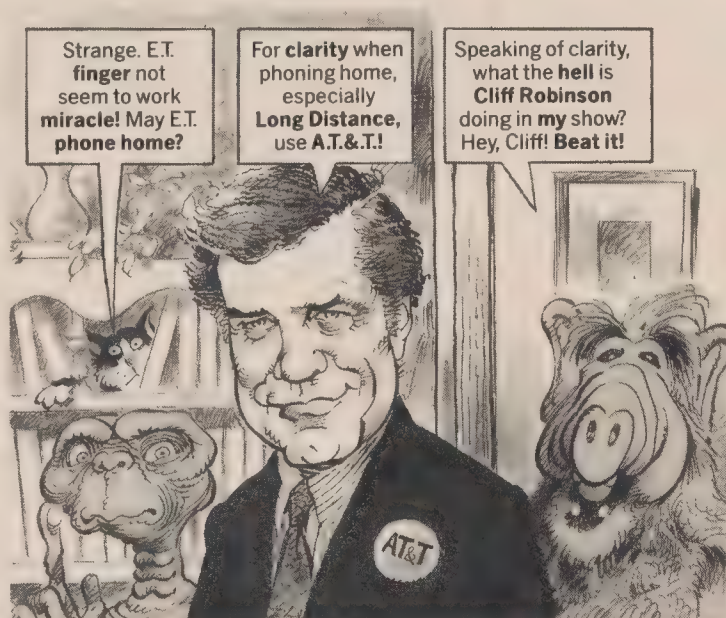
Oh, forget it, doctor! The **micro-phasers** and **thrust blasters** haven't been overhauled in a **fortnight!** These engines will **blow** at **warp speed.** This ship is a **goner!** And, I'm afraid, so is Arf!



Look! It's **E.T.!** We're glad you're here! Can you give Arf a **hand?**

Not a **hand,** but E.T. can give Arf the **finger!**

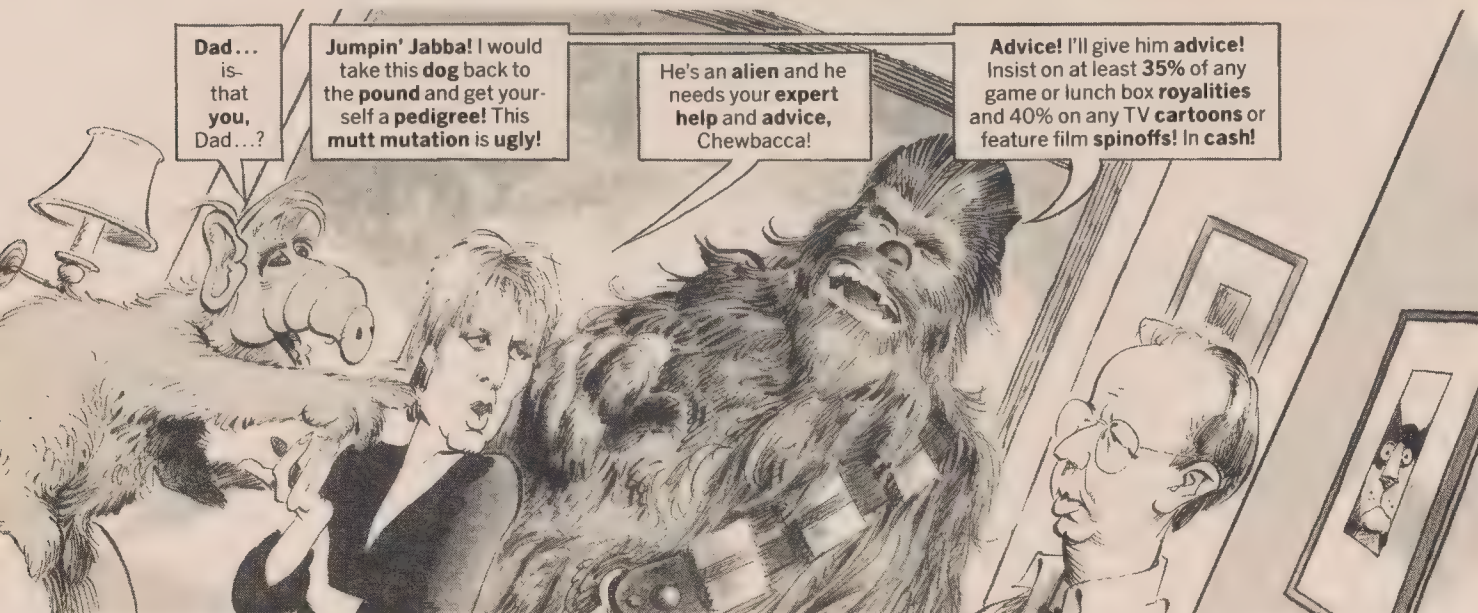
Just watch the finger, **Frog Face!** During my last physical exam, a **proctologist** gave me a **finger** that almost landed me here light years **before** my ship!



Strange. E.T. **finger** not seem to work **miracle!** May E.T. **phone home?**

For clarity when phoning home, especially **Long Distance,** use **A.T.&T.!**

Speaking of clarity, what the **hell** is **Cliff Robinson** doing in my show? Hey, Cliff! **Beat it!**

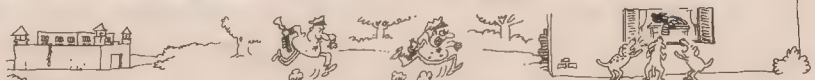


Dad... is that you, Dad...?

Jumpin' Jabba! I would take this **dog** back to the **pound** and get yourself a **pedigree!** This **mutt mutation** is **ugly!**

He's an alien and he needs your **expert help** and **advice,** Chewbacca!

Advice! I'll give him **advice!** Insist on at least **35%** of any game or lunch box **royalties** and **40%** on any TV **cartoons** or feature film **spinoffs!** In **cash!**





Oh good, we finally get a real doctor! Dr. Ruse is here!

Dr. Ruse, this alien is sick! We're turning to you as a last resort!

What SEX is the alien?

I don't know! And watch your mouth! No one has said s-e-x in this house in years!

Or even knows what it means!

We will have to shave this thing!

WOW! KINKY!

Wait a minute! This creature must come from an advanced civilization! It doesn't need to be shaved! Look, it has a full body zipper! Now that is real KINKY!



Why it's Simon McKay! The Wizard! Why in the world did you dress up in a fake fur and pretend to be an outerspace alien?!

Because as the Wizard, I was able to conjure up everything except decent ratings! And since renewal of my show would be a real miracle, I thought I better start moonlighting on a show that had a better chance of survival! You know how show biz is, if your show gets cancelled, you're treated like an alien. At least this alien has been getting some decent Nielsen ratings!



So, Simon... Your place or mine?

Notice that even without anyone inside of me, I still have more personality than anyone else in this entire family!

A BAD CASE OF THE RE-RUNS DEPT.

The problem: Not enough good, current TV hits for MAD to parody!

The Solution: Go back and make fun of old TV shows that are still being played to death!

Another problem: Not enough copy to fill this boring introduction.

The solution: This extra line which doesn't say anything.

NOW there's enough copy, so here's our version of...

"I Love Luny"

I'm glad you guys stopped by! **Sicky** is at the club **auditioning** male **singers** for his new nightclub act.

What are **you** waiting for? Put on a **fake moustache** and **dress up** like a man and we'll go down to the audition and **fool Sicky**!

Nah, Sicky won't fall for that **old routine**!

I don't see why not! He's **fallen** for it **2,000 times** before!

Luny, I can't understand why you're not going to **louse-up** Sicky's audition with one of your **hilarious male impersonations**!

I'm staying **home** and making one of my **hilarious meals** instead—**chili**!

Chili's not **hilarious**!

It is when you make it with **Mexican jumping beans**! If you want to try some, get a ladder and **scrape** a little off the **ceiling**!



ARTIST: ANGELO TORRES

How did the **audition** go, Sicky?

Okay, but there was **one singer** that was **so bad**, I thought it was **Luny in disguise**!

How did you **know** it **really** wasn't me?

I was able to get him **off the stage** in **15 seconds**. If it was **you**, youse would've stayed on stage **15 minutes** **milking the bit**!

So **what** did you finally do with the **lousy singer**?

When I found out he was from **Cuba**, I told him I'd give him **air fare** back if he'd give up singing **forever**.

Well... did he go for it?

Not only did he **agree**, but he **promised** no one in his **family** would sing, so I gave him money for **15 fares** home. I'm no **dummy**!



I'm **Luny Esmoron Retardo**. Over the years, I've gained the reputation of being a **screwball**, but **nothing** could be further from the **truth!** You'll have to excuse me now, I have to go **lock myself** in a **steamer trunk**... just as soon as I get my **big toe** unstuck from the **kitchen sink!**



I'm Luny's husband, **Sicky Retardo!** I thin' marryin' **me** was the **second smartest** theeng Luny ever done! The **first** smartest theeng she ever done was **soakin'** my **socks** in **coffee** so they would **stay up** longer! Would you like me to sing "**Babalu**" for you now?



We're the **Nurtzes!** I'm **Fret Hooboy Nurtz** and this is my **wife, Ether!** Please, no **cracks** about Ether being **young** enough to be my **daughter!** We **know!** Anyway, we're the Retardos' "**smart**" next door **neighbors!**



Fret, how could we be so **smart** and **remain** the Retardos' neighbors?!? **Anyone** with **smarts** would have **moved** the minute Luny came down and asked if we could help **change** her baby's **diaper**—and it wasn't even **born** yet!!



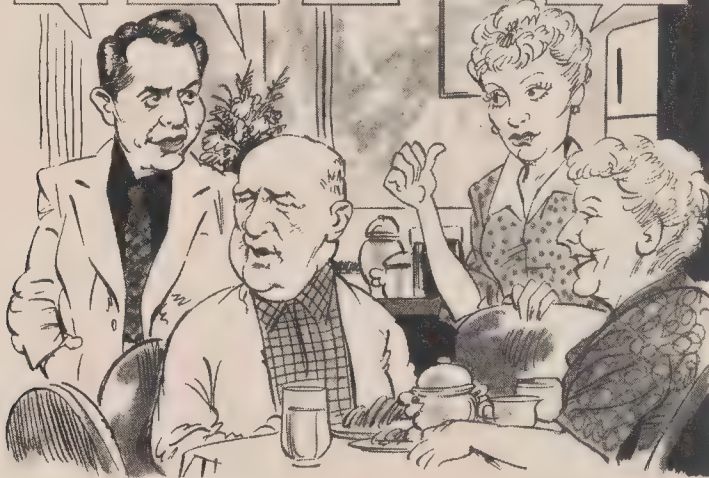
Hi, **Honey!** I'm so **hungry** I could eat a **pony!**

You mean eat a **horse!** And knowing the **cut of meat** Luny brought, you may get your wish!

I'm **glad** you're hungry! I made **chili!**

Fonny, I doan **smell** no **chili cookin'!**

The reason you don't smell no **chili cookin'** is because it's in the **refrigerator chillin'!**



Luny, chili is **supposed** to be served **hot!**

Then why do they call it "**chili**"? **WAAAAA!** I **wasted** a whole day making chili for you and you don't want it! **WAAAAHHH!!!!**

Honey, your day wasn't **wasted!** Now you got a **raisin** to do one of your **cryin'** bits!

Gee, that's **right!** And you got to do one of your **silly word substitution** bits, saying "**raisin**" for "**reason**"! The day is **saved!** Yea!



WRITER: LOU SILVERSTONE

There's **some-one** at the **door.**

It's **Fidel**, the **lousy singer** I was talkin' about!

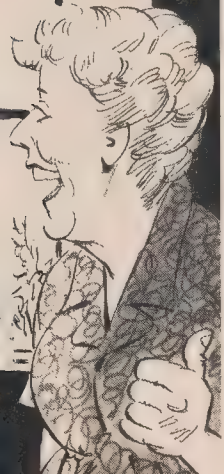
Hi, Sicky, I **stop** on my way to the **airport**. I need money for **two more** tickets. I get **two more lousy** singers to leave the country!

If **all** the **lousy sing-ers** left the country, what would Luny do for a **husband?**

You know, he **DOES** look like **Luny**, in one of her **cheap disguises!**

Sicky, what do you think will become of that guy **Fidel?**

Who knows? He'll go back to **Cuba**, get a **job...** the **usual**. Heck, I don't care if he becomes the next **President** of the country, just so long as he **never** sings again!



TV is filled with religious shows. Everything from Cable TV Evangelists to "Highway to Heaven." But none are generating the heat of a new prime time show about an irascible Church Deacon! The Producers of this show have contributed to "Mary Tyler Moore" and "Taxi," but this turkey is big, brash and boisterous and we think someone should be making...

Ame



...and then she said he said Deacon Fright was a crook!

Of course! I'm spreading God's Gossip!

Cassette, do you think it's Christian for us to always be talking badly about everyone?

Dear, it's God's Gospel we're supposed to be spreading!



Reverend Groggy, you may not believe this, but in my own way, I'm as religious as you are! I believe in the Afterlife!

You bet! Who would have believed there'd be an afterlife for the sassy dry-cleaner character I played on "The Jeffersons"! I believe, Rev, I believe!

You do!?

But Deacon Fright, your bizarre antics have got to stop! It's affecting the membership! The congregation is turning to atheism!

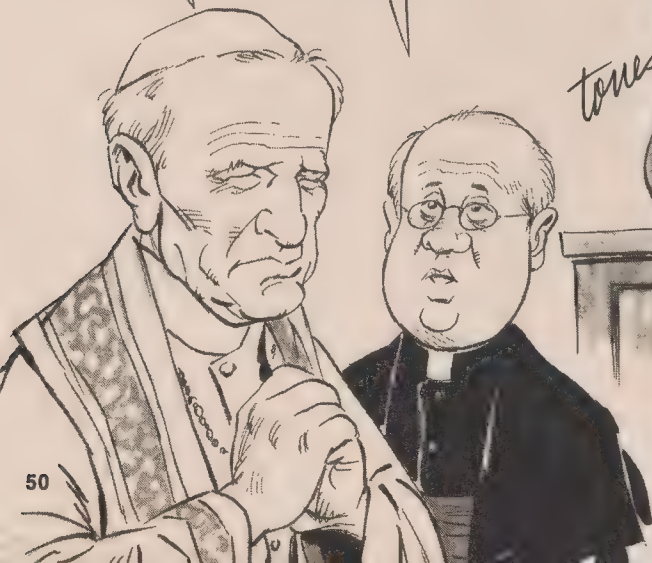
That's great! More souls for you to convert back!

WARNING: OCCUPANCY BY MORE THAN 3000 LBS. IN THIS PANEL IS DANGEROUS AND UNLAWFUL

I'm not familiar with The First Community Church of One-Liners. What exactly does Deacon Fright do?

He manages the church's financial future!

Let us pray!



Tones



nds

Rollo, you little devil!
What do you mean, kissing
you will get me into heaven!

Why you're
just a dirty
old man!

Well, let me put it this way
Kissing you will put me in
heaven and when I get there
I'll put in a good word for you!

Wrong! I'm
a religious
dirty old
man!



Oprah, I can't believe
they protested our movie,
"The Color Pimple," for
being a negative racial
stereotype, but they
let this stay on the air!

Whoopie, compared
to his Sharmin
Helmsley... and now
Deacon Fright...
we're more like
Alistair Cooke!



Deacon, in recent
weeks you have gotten
drunk and stolen from
the collection plate.
You have sinned!

That's
why I'm
here to
see you!

You
came
for
repentance?

No, I came to ask
you how much more
sin I can get away
with and still
get into heaven!



ARTIST: ANGELO TORRES

WRITER: ARNIE KOGEN

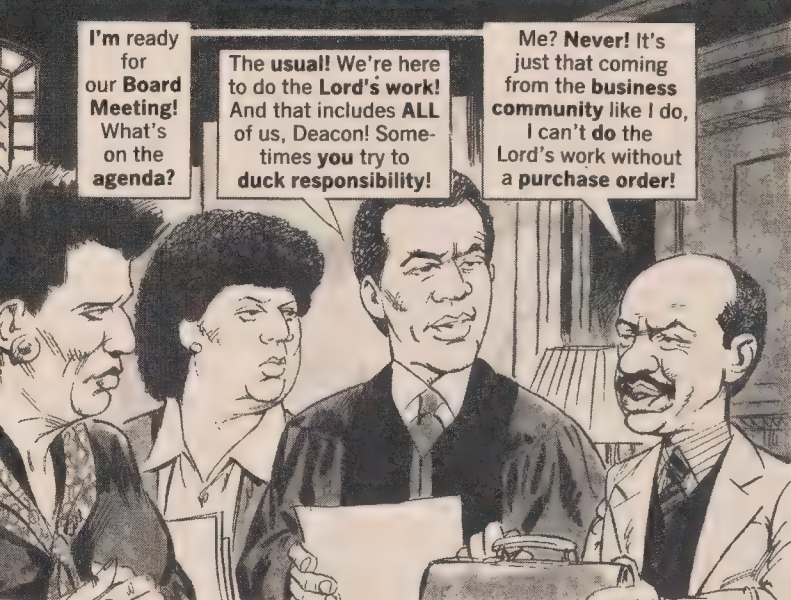
Okay, I'm mischievous!
But I am needed here!
I can perform miracles
that you can't!!

I can't turn water
into wine, but I
can turn straight
lines into laughs!

What are you
talking about?

That's not you! That's the
"miracle" of laugh tracks!





I'm ready for our **Board Meeting!** What's on the agenda?

The usual! We're here to do the **Lord's work!** And that includes **ALL** of us, Deacon! Sometimes you try to duck responsibility!

Me? **Never!** It's just that coming from the **business community** like I do, I can't do the Lord's work without a **purchase order!**



Once again, our church is in **dire financial trouble!** We need **ideas** to bring money into the Parish!

I got it! Let's put on a **fund raiser** that features a **belly dancer!**

Deacon, I don't think a **naked girl** covered with **veils** is in the **religious spirit!**

How about a **babe** covered with **angel wings** and **harp**s?

I'D RATHER NOT BE IN PHILADELPHIA



Fellow Board Members, a **riddle!** What does the **sex life** of the two **Hitabrick** sisters have in common with an **atheist?**

Deacon, this is really not the place!

They both haven't got a **prayer!** AHA! HA! HA!

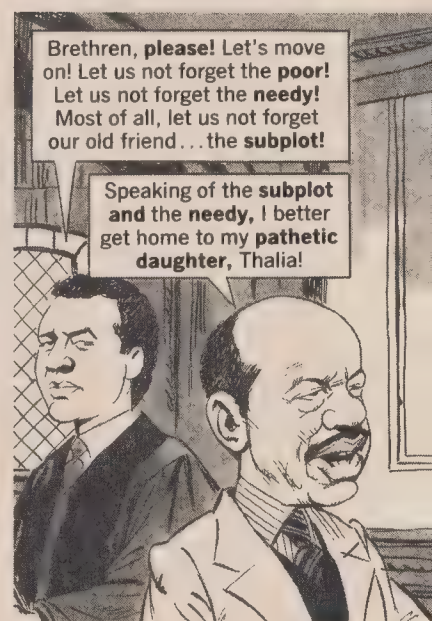


Lawdy! Lawdy! The man is **cer-tifi-able!**

What a **church!** The **insults** are coming faster than the **Hallelujahs!**

Rollo, you've been in this church **forever.** What do you think of **Deacon Fright?**

I'll **level** with you! I've seen **Demons** easier to deal with!



Brethren, **please!** Let's move on! Let us not forget the **poor!** Let us not forget the **needy!** Most of all, let us not forget our old friend... the **subplot!**

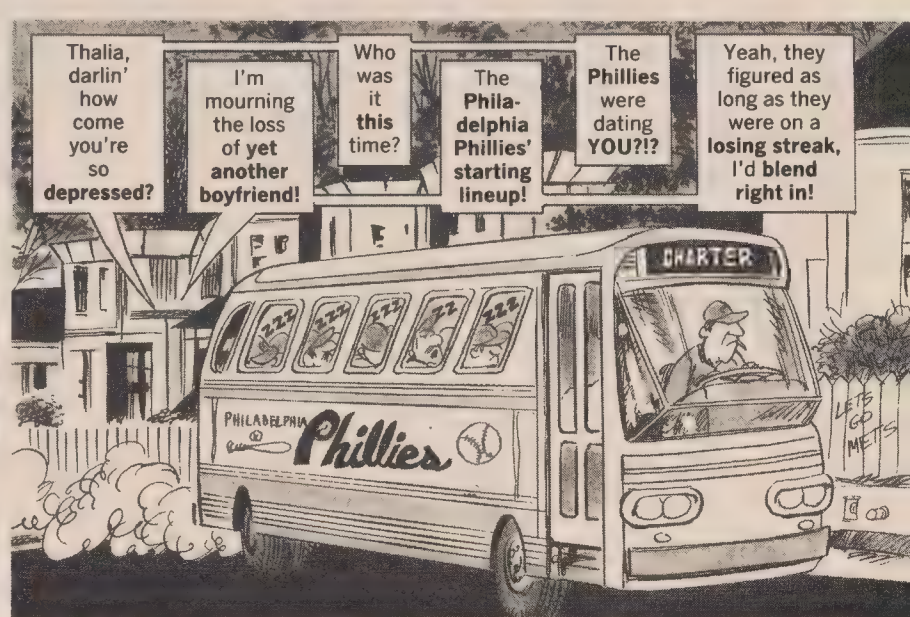
Speaking of the **subplot** and the **needy**, I better get home to my **pathetic** daughter, **Thalia!**



Thalia, are you watching an old **"I Love Lucy"** rerun again?! I told you not to watch that **"brainy"** intel-lectual stuff!

Brainy? Lucy's got her toe stuck in a **bathtub** drain!

Compared to what goes on around here, that's **brainy!**



Thalia, darlin' how come you're so **depressed?**

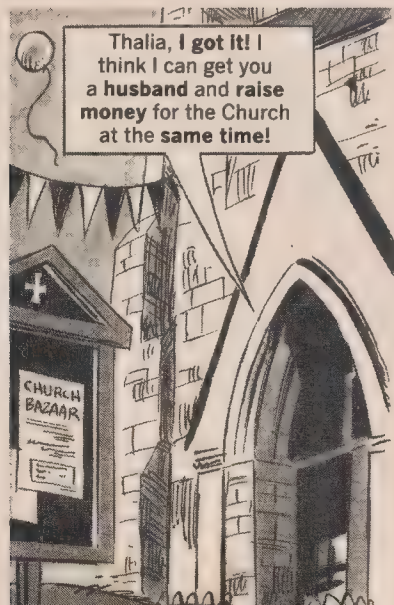
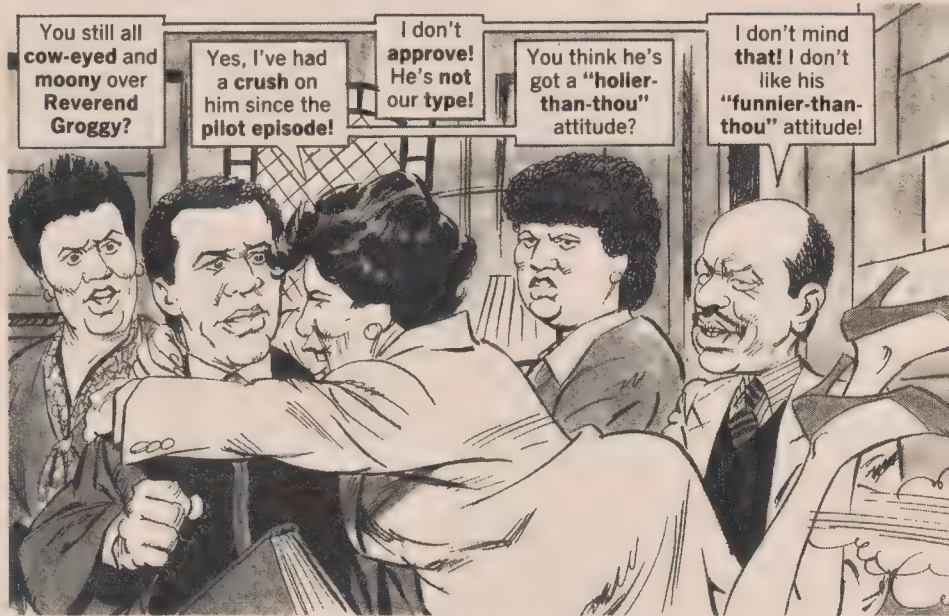
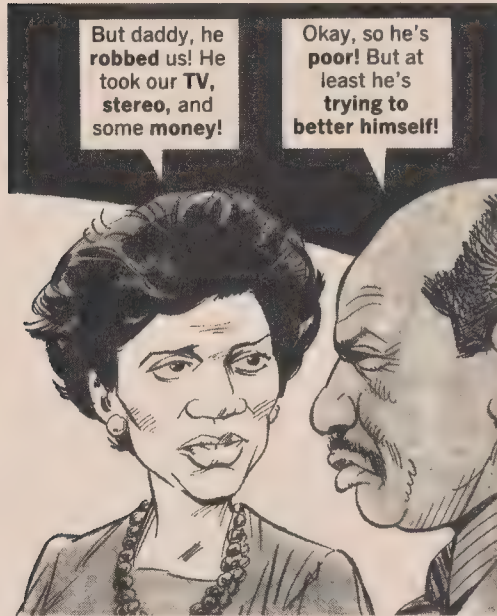
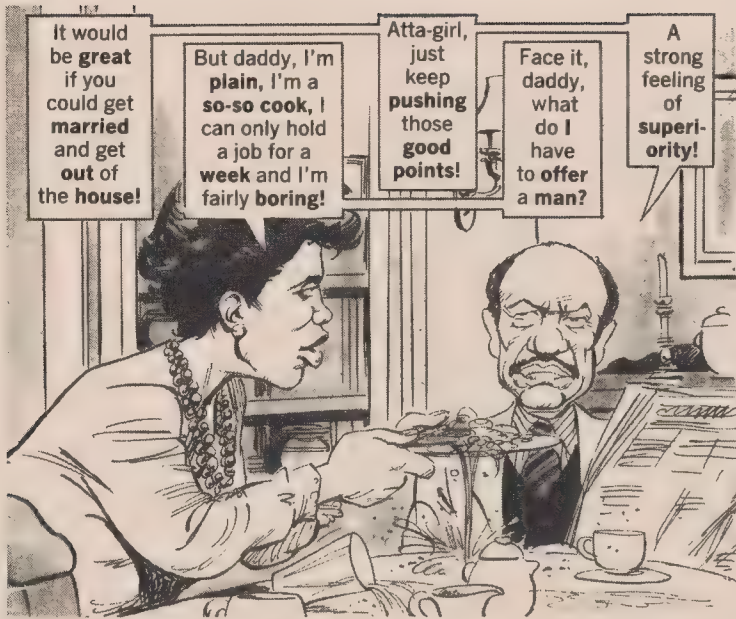
I'm mourning the loss of yet another **boyfriend!**

Who was it this time?

The **Phila-delphia** **Phillies'** starting lineup!

The **Phillies** were dating **YOU?!!**

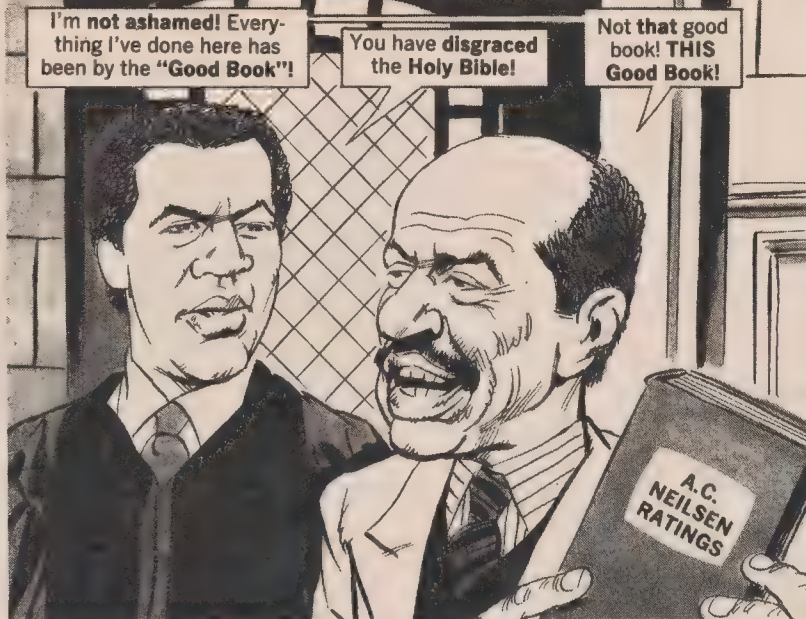
Yeah, they figured as long as they were on a **losing streak**, I'd blend right in!





That's the last straw, Deacon! We have voted to dismiss you from the Church Board!

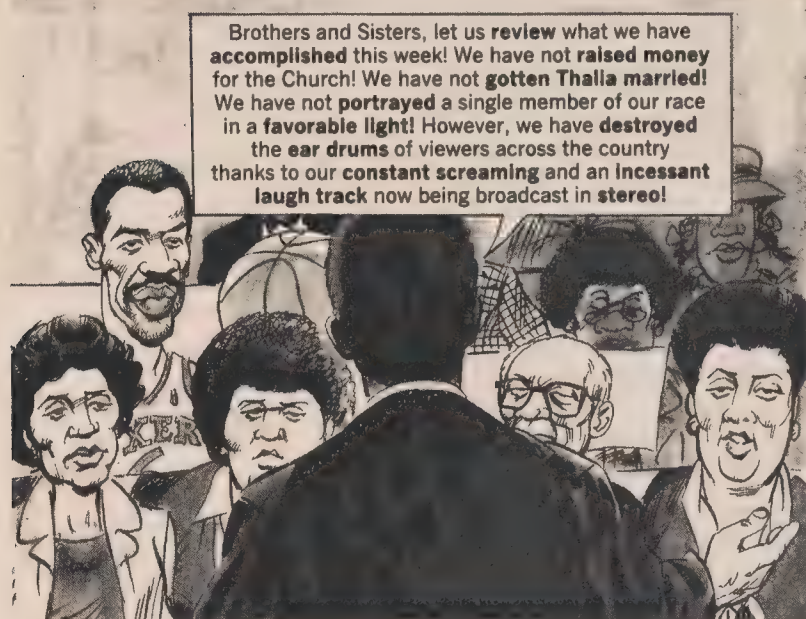
Hey, I was only doing my job! If you wanted subtle, "quiet" comedy, you should have hired Bill Cosby as Deacon!



I'm not ashamed! Everything I've done here has been by the "Good Book"!

You have disgraced the Holy Bible!

Not that good book! THIS Good Book!



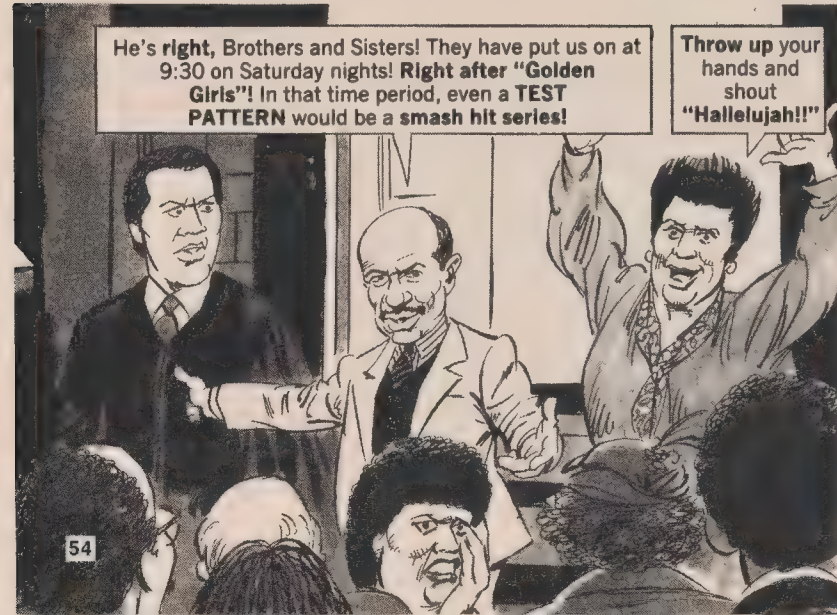
Brothers and Sisters, let us review what we have accomplished this week! We have not raised money for the Church! We have not gotten Thalia married! We have not portrayed a single member of our race in a favorable light! However, we have destroyed the ear drums of viewers across the country thanks to our constant screaming and an incessant laugh track now being broadcast in stereo!



Yet, Brothers and Sisters, we must count our blessings! For we have been blessed with Divine Intervention!

From the Lord?

No, from the NBC Programming Department!



He's right, Brothers and Sisters! They have put us on at 9:30 on Saturday nights! Right after "Golden Girls"! In that time period, even a TEST PATTERN would be a smash hit series!

Throw up your hands and shout "Hallelujah!!"



Deacon! I dismissed you four panels ago!

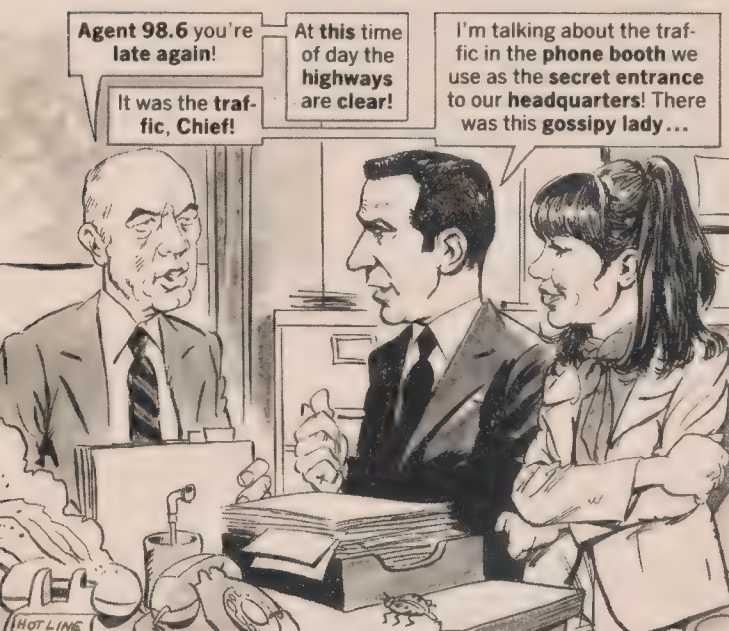
I'm on my way, Rev! But let me leave you with these words: "Lead me not into temptation! I can find it myself!"

LIVING ON THE EDGE

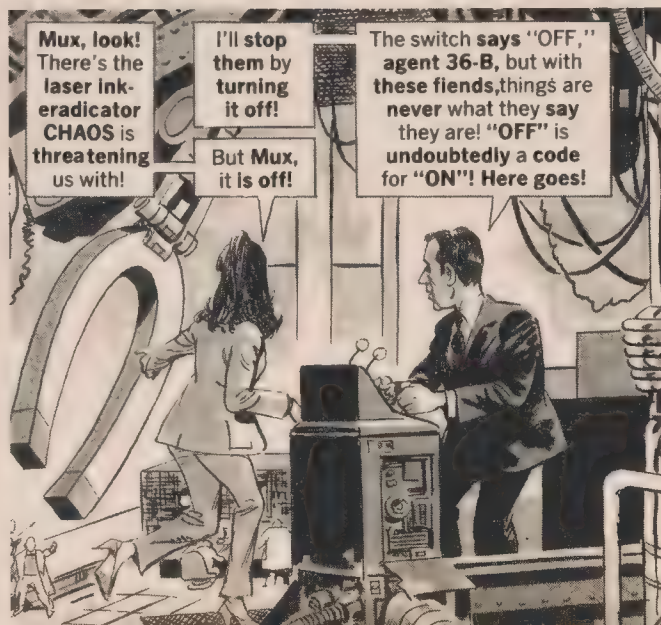


Try as you may, when it comes to great spies of the past, it's an impossible mission to...

FORGET SMART



ARTIST: ANGELO TORRES



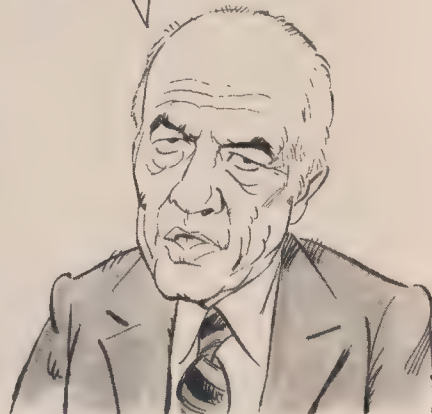
I'm Muxwall Smart, Agent 98.6, but don't let my number fool you—I'm definitely not normal! I used to be agent 86, but with the way inflation has been these last few years... Well anyway, 98.6 is still just a pseudonym for my real number which is so secret it's unlisted!



I'm Agent 36-B! Mux thinks of me as his right-hand man! Now if I can only get him to think of me as his right-hand woman, we could all have a little more fun!



I'm the Chief here at the fake government agency we call KONTROL! Here we waste incredible amounts of time and money, so on that score, we're just like a real government agency!



Mux, any minute now CHAOS is going to interrupt local TV programming to broadcast a message to us!

Gee, how do you know that, Chief?

It's listed right here in TV Guide— 11 AM: CHAOS interrupts local broadcasting to deliver message to KONTROL!



Attention KONTROL! CHAOS has developed the largest laser-powered ink eradicator in the world! We demand six billion dollars by 11 PM or we will aim it at IRS headquarters and erase America's tax records!

The old laser-powered ink eradicator to erase America's tax records trick! I'd like to see them try, Chief! In fact, I'd like to see them succeed! I think I'm about to be audited for my last tax return!



Find them, Mux! We can't let America's tax records be destroyed!

How about just mine?

Mux!!

Okay, mine and yours, Chief!



WRITER: DICK DEBARTOLO

Mux, I think that "OFF" did mean "OFF!"

What kind of diabolical mind would think of such a thing!?

What did you do to get the cops here so fast?

When I turned it on I must have aimed the magnet at police headquarters! Cops wear so much metal, I pulled them in by their guns, badges and dental work!



Mux, your blundering has saved the day!

Chief! What are you doing here?

I just got a call from Pres. Johnson. He's so tied up with Vietnam that he needs someone to look after some other countries for him. He's promoting you to CIA Co-Director!

Great, Chief! Just give me 20 years and by 1987 you'll be proud of what I've done! What countries will I be in charge of spy operations for?

Iran, Nicaragua and Libya!



IMMIGRATING ON OUR NERVES DEPT.

A recent study has indicated that only one in twenty-three people actually read a *Mad* article's introduction. So, if you are reading this introduction right now, you're only one in twenty-three! But don't feel bad—the same study determined that two out of three *Mad* readers have watched the TV show the following satire is based on more than once! We find that news...

PERFECTLY

I'm **Bulki Barfonomus!** I really love Amerika, the land of opportunity! Only in Amerika can someone do what I did—take a **two-minute bit** part in a movie like "**Beverly Hills Cop**" and parlay it into **my own TV show** on the strength of my "**acting skills**"!

And I'm **Leery**, **Bulki's distant cousin!** Unfortunately I wasn't **distant enough**—**Bulki found me!**

I'm **Mr. Twinkiesetter!** I own this **second-hand store** in this **second-hand building!** The only thing I don't own is this **character** I play! That's **second-hand**, too, **stolen** from the role of the mean, rotten boss Louie on "**Taxi**," remember?

Bulki certainly **didn't forget**—he stole the **Latki character's "foreign act"** from the same show!

Not to mention the "**alien in a strange land**" bit from "**Mork and Mindy**"...

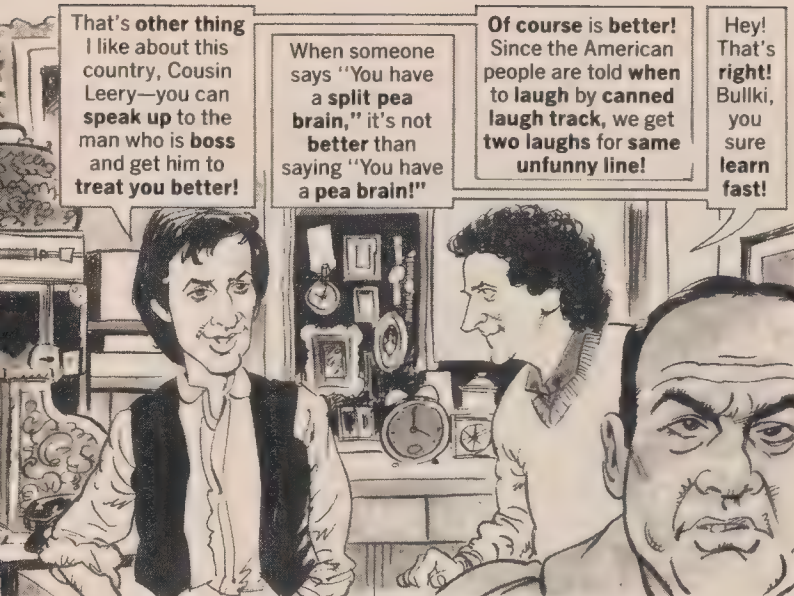


Strange

ARTIST: ANGELO TORRES

WRITER: DICK DEBARTOLO





That's **other thing** I like about this country, Cousin Leery—you can **speak up** to the man who is **boss** and get him to **treat you better!**

When someone says "You have a **split pea brain**," it's not **better** than saying "You have a **pea brain!**"

Of course is **better!** Since the American people are told **when** to **laugh** by **canned laugh track**, we get **two laughs** for **same unfunny line!**

Hey! That's **right!** Bullki, you sure **learn fast!**



Now all we need to **complete** the **formula** is a **"topper!"**

Here is **topper**—"Wow, I didn't know that, cousin Leery!"

That's the **topper?**

Yes! It's my **adorable accent** that makes it **work!**



It's **quitting time!** You two can go home now!

Is only **ten after nine!** We have just **open store**, Mr. Twinkiesetter!

Ten minutes of that **adorable accent** is **enough** for me! Take the rest of the day off!



This is **great!** Now we've got time to go to the **supermarket!**

Oh boy! This first time I shop in big city supermarket! Which one we go to, Cousin Leery?

For you two? Where else but the **A & Pea-brain!**

Hey! Mr. Twinkiesetter come up with **"topper"** topper!



Isn't that **precious**—the two of your are **going shopping!** I can just imagine what else you **"boys"** do together in the privacy of your own home!

Hold it! We're just **roommates!** Believe me, there's no **funny business** going on there!

Oh, I believe you! After hearing these **"witty exchanges,"** there's no **funny business** going on here, either!



Wow! Behold such a **super supermarket!** They even have place for husband and wife to have their **baby!**

What? Where do you see that?

Over there! See sign? Clearly says **"Produce Section!"**



Produce Section?! Bullki, even for you that's a stretch!

Even for a stranger from a foreign place?

That's a stretch even for an alien from the moon! Even for a comic from Atlantis! Even for a...

I get the point, Cousin Leery, I get the point!



This is most incredible place I have ever seen! Look, rows and rows of canned food!

Didn't they have canned food where you come from?

Unfortunately, no! There everything is tree- and vine-ripened! Then they pick and ship to market fresh! But canned food—this is progress!



More wow! Look—minute rice, minute steak, instant coffee! Today is there not anything people don't do fast?

Yeah—turn off TV sets when shows are bad!

Whoa boy! Are we lucky for that!



Even more wow! Such bargains! Look! On TV commercial I see "Joy" for \$100 an ounce! Here is for \$1.29 a quart!

No, Bullki, the "Joy" you saw was perfume! This is liquid detergent!

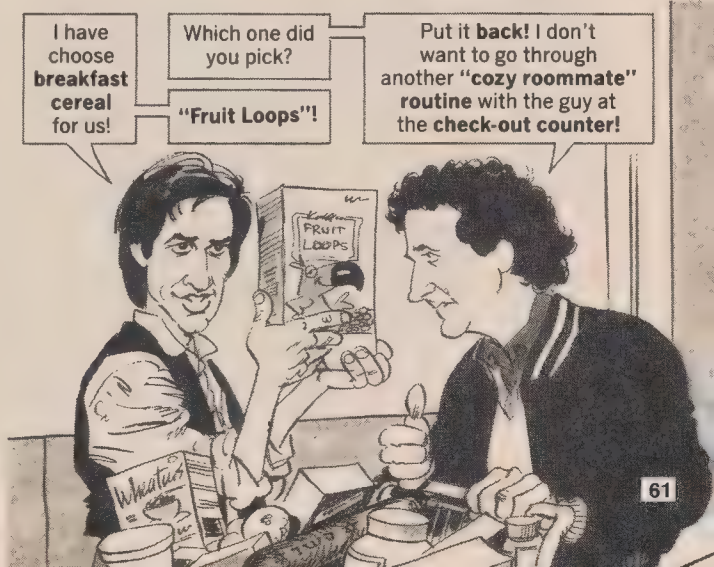
In my land, women and sheep smell the same! Even this detergent is step in right direction!



Fresh bagels! I can't believe it! Fresh bagels! Two questions, Cousin Leery—why are bagels not canned like everything else? Second question—what are bagels?

C'mon, Bullki, you know what bagels are! We eat them every morning for breakfast!

Of course I know what bagels are, but now is good time to do my "get crazy excited and then pretend I don't know what I'm talking about" bit! Is all part of our success formula!



I have choose breakfast cereal for us!

Which one did you pick?

Put it back! I don't want to go through another "cozy roommate" routine with the guy at the check-out counter!

"Fruit Loops"!



But Cousin Leery, you said when we get **strange looks**, just say we're **"kissing cousins"**!

I said, **"distant cousins,"** Bullki, not **"kissing cousins"**!

What's difference?

"Distant cousins" can stay on the network, **"kissing cousins"** have to move to **cable TV**! This country isn't ready for a real prime time **"odd couple"**!



Bullki, do I see **birdseed** and **dog food** in this bag?

Most definitely and yes! Did you not say we're going to invite some **"chicks"** over for dinner and you were so **desperate** you wouldn't even care if **"dogs"** showed up?



Do you want to look in the **other bag** and do some **more jokes**?

No, I caught a glimpse of **toilet tissue** and a tube of **Preparation "H"** in there, so let's just **go home**!



Okay, Bullki, you clean the living room while I make us **dinner**!

Please let me **cook dinner** all by my own self! Is been a **lifelong dream**!

Your **lifelong dream** has been to **cook dinner**?

What can I say? On other episodes, my lifelong dream has been to **drive**, to **play baseball**, to have **date** with a girl—**good stuff**! Now we're getting down to the **dregs**!



Yeah, I guess we are running out of the **deep**, **powerful plots**! We should have **quit** when we were **ahead**—with the **pilot episode**!

I hear that **next week** my **lifelong desire** is going to be to wear **sneakers**!

Oh, God! Your **accent** is going to have to get even more **sickeningly adorable** to get us through that one!



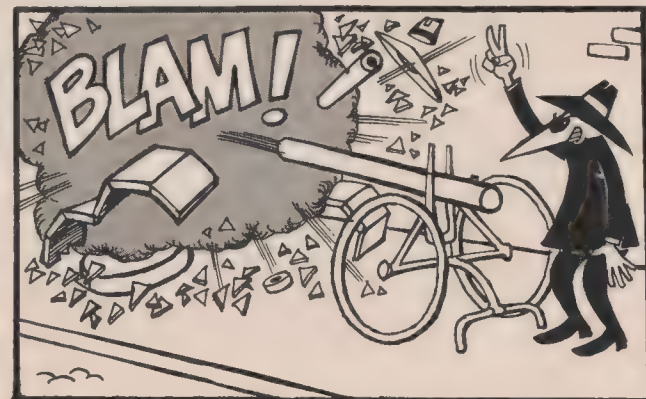
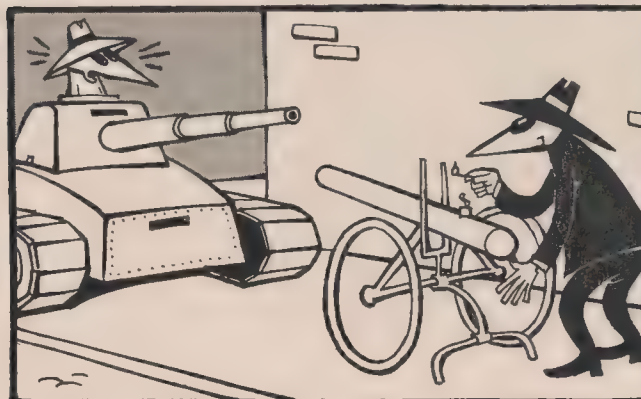
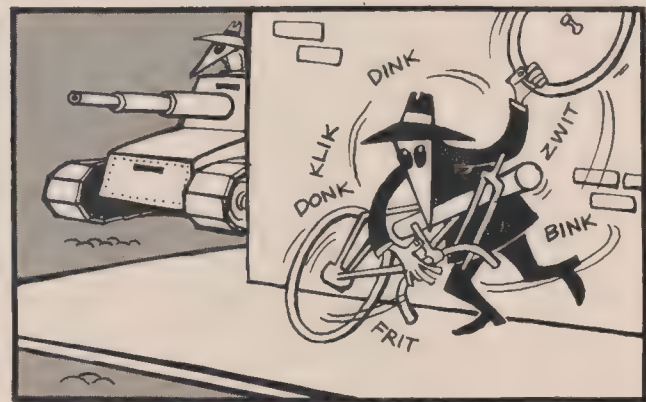
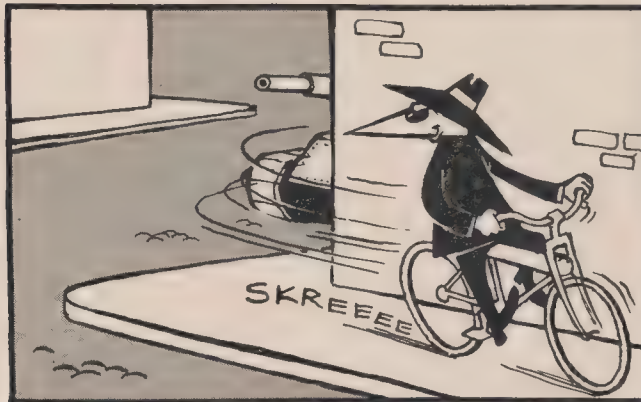
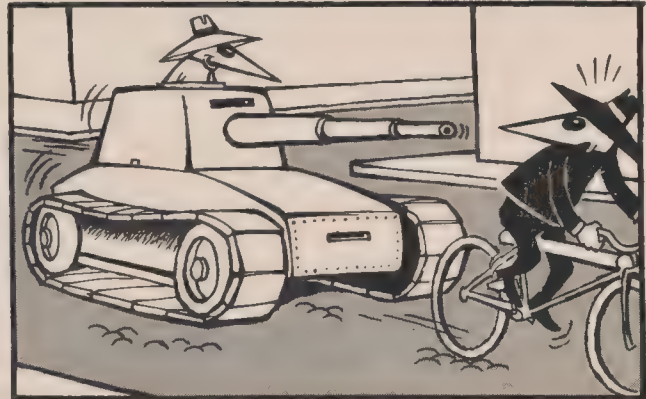
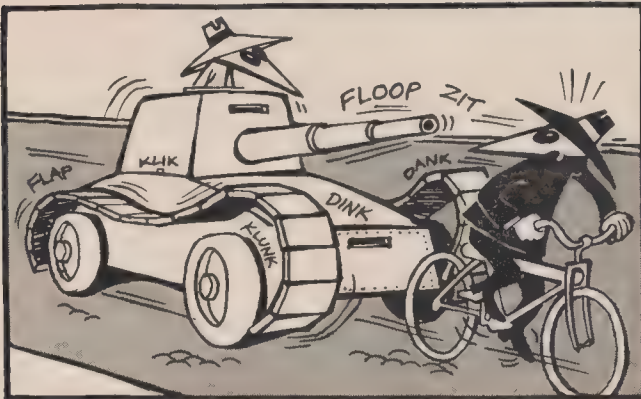
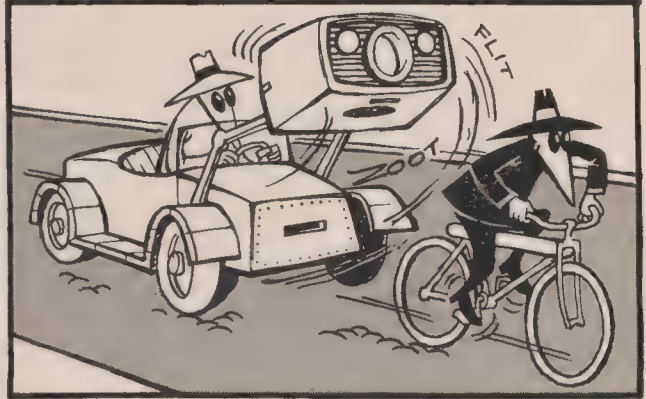
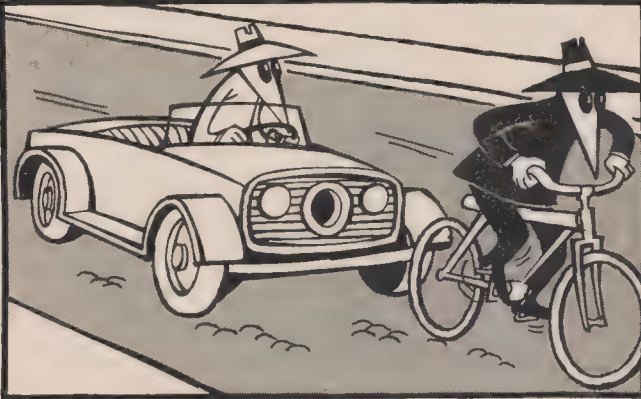
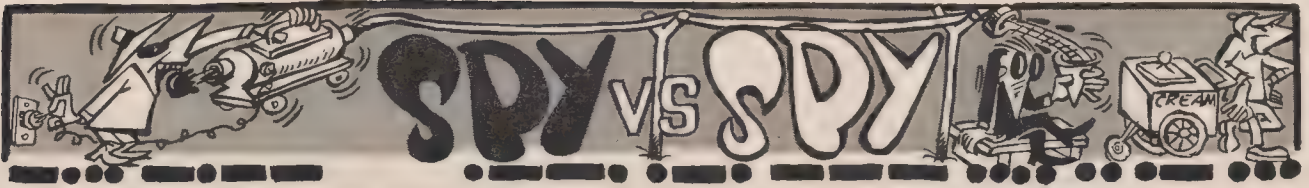
I give up, Bullki—what is this **stuff**?

Corn-stuffed pork, **corn fritters**, **corn pot pie**, and **corn pudding**!

I thought you were making a **"traditional dinner from your homeland"**!



This is it, Cousin Leery! My **"homeland"** is **Kansas**!



Are you one of those people Madison Avenue ad-men dream about? Drool over?

MAD'S ADVERTISING

ARTIST: AL JAFFEE



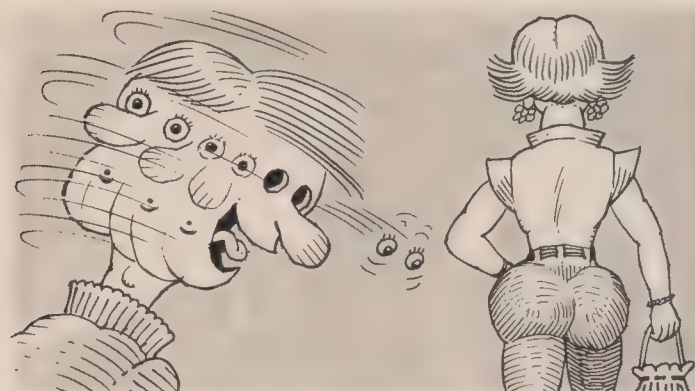
1) Do you believe that people in the real world would carry on a 30-second conversation about hemorrhoids in a crowded drug store?

☐ YES ☐ NO



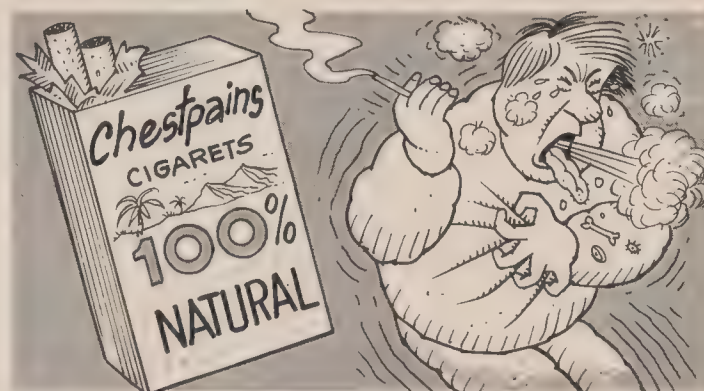
2) Do you believe that those "respected wine authorities" would continue to be respected if they really did recommend a \$2.98 California wine to their friends?

☐ YES ☐ NO



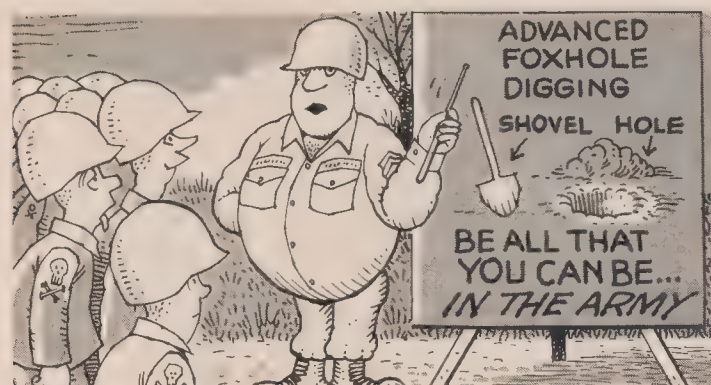
5) Do you really believe that it's the designer label on the backs of jeans that are attracting all the attention?

☐ YES ☐ NO



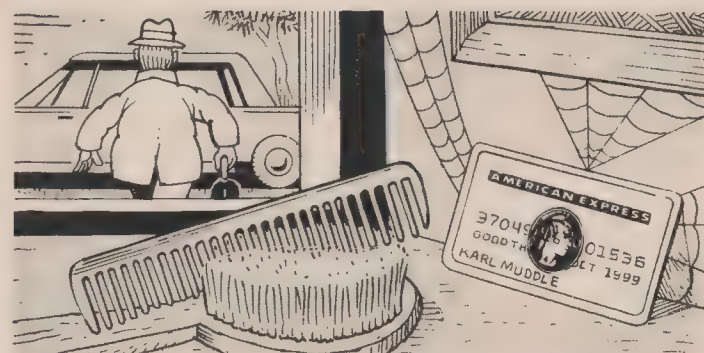
6) Do you wholeheartedly believe that anything labeled "100% natural" must be good for you?

☐ YES ☐ NO



9) Do you actually think the military offers the best career training for future civilian life?

☐ YES ☐ NO



10) Do you think nothing terrible can happen to you just because you remembered to leave home with your American Express Card?

☐ YES ☐ NO

Here's your chance to find out just how easy a mark you are by taking...

GULLIBILITY TEST

WRITER: MIKE SNIDER



3) Would you truly be surprised to find some soap suds in your kid's clothes right after you washed them? ☐ YES ☐ NO



4) Would you buy anything just because it has the words "DIET" or "LITE" on it? ☐ YES ☐ NO



7) Do you believe that the only thing stopping a beautiful woman from finding an absolute nerd "irresistible" are "fresher breath and whiter teeth"? ☐ YES ☐ NO



8) Do you take Bob Hope's advice on motor oil even though he hasn't driven or cared for a car in over 40 years? ☐ YES ☐ NO



11) Do you believe "squeezability" is the definitive test for determining the quality of toilet tissue? ☐ YES ☐ NO

SCORING

Tally up all your "YES" answers.

- 0-2 LOW GULLIBILITY** Go forth and watch commercial TV without fear!
- 3-5 AVERAGE GULLIBILITY** Try and "keep your guard up" a little better. No more \$50 jeans!
- 6-9 HIGH GULLIBILITY** Never shop alone; get the advice of three friends before you buy anything!
- 10-11 FIRST-CLASS SUCKER** But all is not lost—if you ACT NOW and sign up for our at-home Anti-Gullibility Correspondence Course. ONLY \$695.99. Mastercard and VISA accepted.

It's amazing how the U.S. Congress somehow spends more and more money each year. This mystery is one that every politician devotes his whole career to blaming on someone else. However, MAD researchers have finally dug up the truth. We've dis-

WHY THE U.S. GOV REALLY

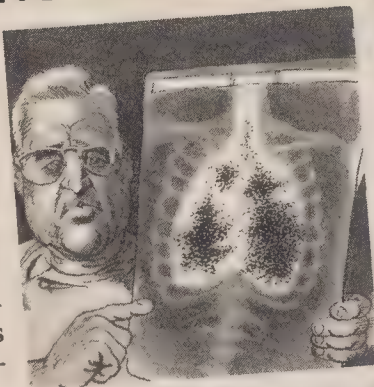
ARTIST: GEORGE WOODBRIDGE

WRITER: TOM KOCH

April 21, 1964

FUNDS APPROVED FOR ANTI-SMOKING CAMPAIGN

The U.S. Surgeon General's Office today received \$4,000,000 from Congress to publicize its recent findings that cigarette smoking can be fatal. A spokesman for the Surgeon General said that the money will be used to mount a long term campaign of health warnings about the risk of using tobacco.



September 14, 1984

FEDERAL AID VOTED FOR TOBACCO GROWERS

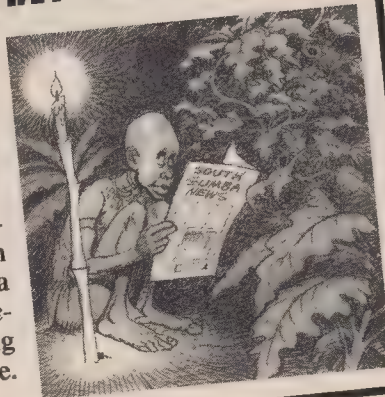
Congress today approved a \$575,000,000 subsidy program to aid the nation's struggling tobacco farmers. The assistance became necessary after sales of the crop declined for the eighteenth straight year, due to repeated health warnings about the hazards of smoking.



October 3, 1979

WINNING THIRD WORLD FRIENDS: A U.S. POWER PLANT FOR S. GUMBA

Citing the move as "an inexpensive way to win friends in the Third World," the U.S. today announced plans to build a \$5,000,000 electric power plant in the tiny, impoverished nation of South Gumba. South Gumba presently has no electricity, in addition to having no industry or agriculture.



May 16, 1984

N. GUMBA INVADES S. GUMBA; U.S. TO SEND MILITARY AID

Congress today voted \$240,000,000 in military aid to tiny, beleaguered South Gumba, following its invasion by well equipped forces from neighboring North Gumba. The North Gumbans attacked in the apparent hope of capturing South Gumba's new electric power plant, which is the country's only asset.



covered that Congressional spending is forever on the rise because almost every government appropriation creates a later need for a much bigger appropriation to undo the effects of the first appropriation. These clippings will clearly show—

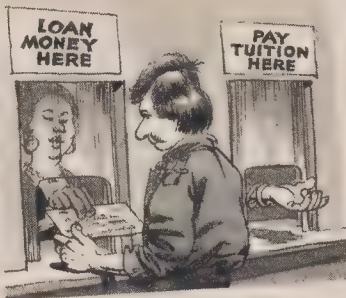
ERNMENT SPENDS SO MUCH



November 23, 1967

\$80,000,000 VOTED FOR STUDENT LOAN PROGRAM

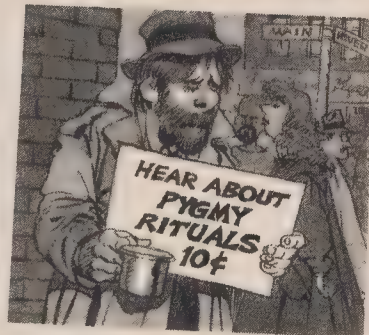
Congress today approved legislation that will give \$80,000,000 in low interest loans to needy college students during the next ten years. Backers of the program said it will save money in the long run by educating those who might otherwise become lifelong welfare cases.



February 17, 1985

STARVING ANTHROPOLOGISTS TO GET GOVERNMENT AID

Congress today approved a \$950,000,000 aid package for the nation's 600,000 chronic unemployed who hold Ph.D. degrees in anthropology. Most of the destitute individuals were trained under the Student Loan Act of 1967.



June 29, 1957

EMERGENCY BAILOUT FOR DAIRY FARMERS

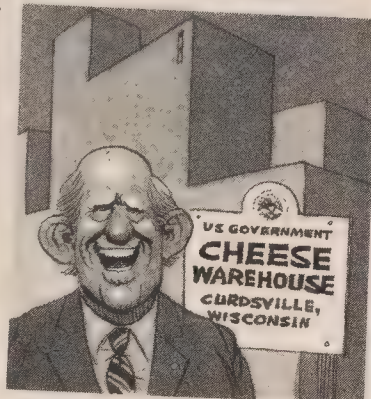
The Wisconsin congressional delegation today won approval for its standby program to have the Federal Government buy cheese from dairy farmers, in the event of a drastic fall in market prices. The plan will cost only \$100,000 a year to administer because no actual government cheese purchases are anticipated in the foreseeable future.



October 6, 1983

SENATOR DEDICATES CHEESE WAREHOUSE

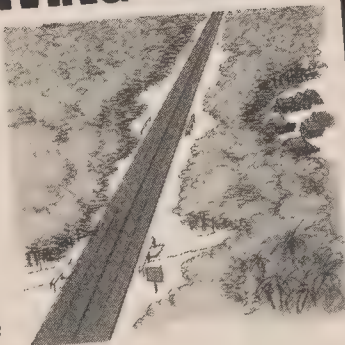
A billion-dollar warehouse, built solely to store government surplus cheese, was dedicated today by Wisconsin Senator Hans Gunthenfitzer. The building is twice as large as the Pentagon, and will house most of the nation's annual cheese production, which is now bought by the government under Federal price subsidy programs.



March 12, 1981

NEW HIGHWAY TO CUT FLORIDA DRIVING TIME

Work was today completed on a \$36,000,000 Federally funded project to eliminate several dangerous curves along a four-mile stretch of U.S. Highway 1 near Palm Beach, Florida. The modernization program is expected to reduce driving time between Jacksonville and Miami.



February 27, 1982

GOVERNMENT TO AID TOWN BYPASSED BY HIGHWAY

Almost \$83,000,000 in Federal emergency aid has been granted to the town of Sagging Springs, Florida, where employment at gas stations, restaurants and motels dropped 98 per-cent when a new highway that bypasses the community was opened last year.



January 15, 1983

END FORCED RETIREMENT CUTS SOCIAL SECURITY

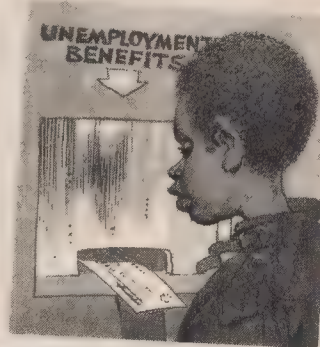
The new law banning forced retirement in U.S. industry at age 65 is expected to slow the spiraling expense of the Social Security Department. The ban will cost only \$3,000,000 a year to enforce, but experts estimate that it will keep 750,000 older workers on the job.



April 5, 1984

PAYMENTS ZOOM AS OLD CLING TO JOBS

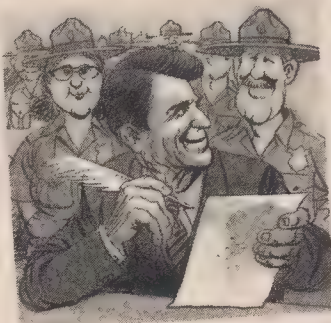
The government paid almost one-billion-dollars in unemployment benefits last year to recent high school and college graduates who were unable to enter the job market because older workers refused to quit.



August 20, 1974

FUNDS APPROVED FOR NEW WILDERNESS TRAIL

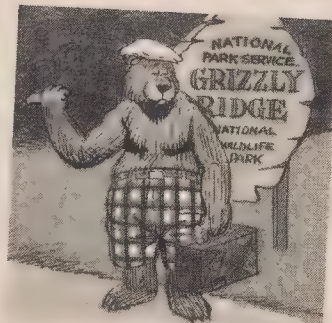
The President today signed legislation providing almost \$20,000,000 for construction of a Rocky Mountain Wilderness Trail that will wind through six National Parks in Colorado and Wyoming.



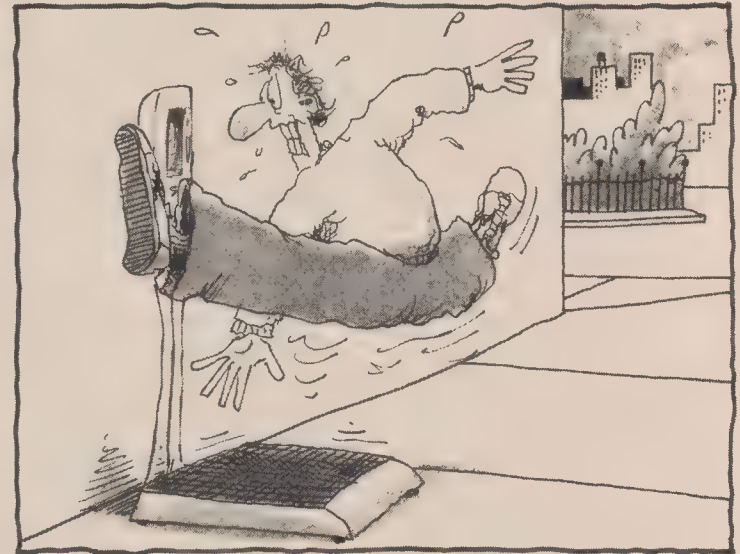
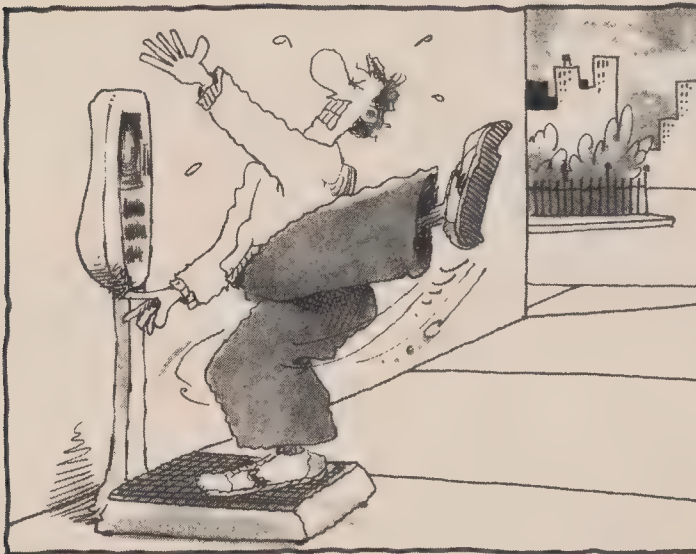
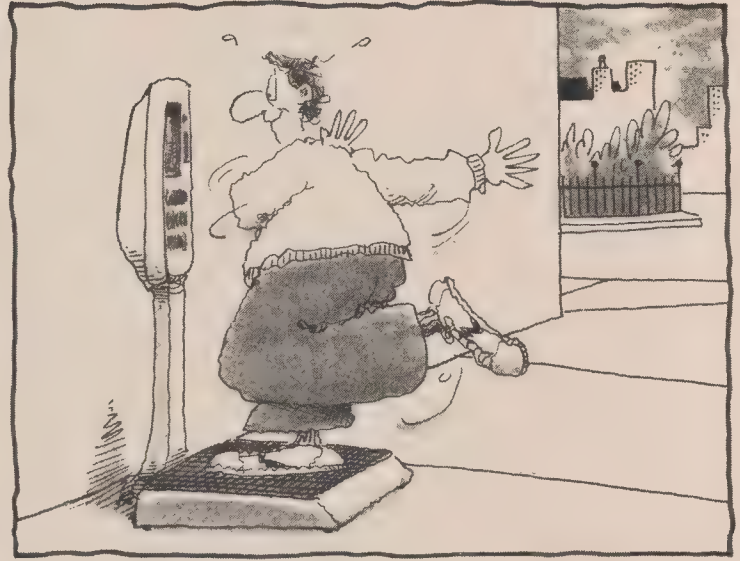
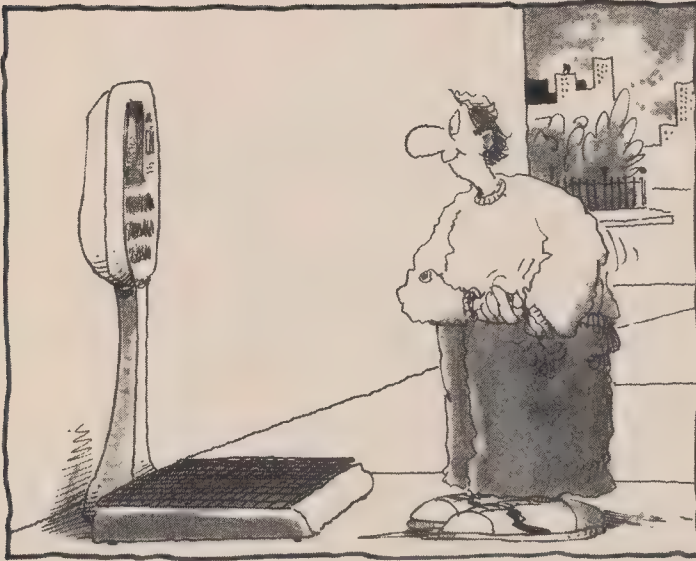
March 19, 1984

FENCE PLANNED TO KEEP ANIMALS IN WILDERNESS

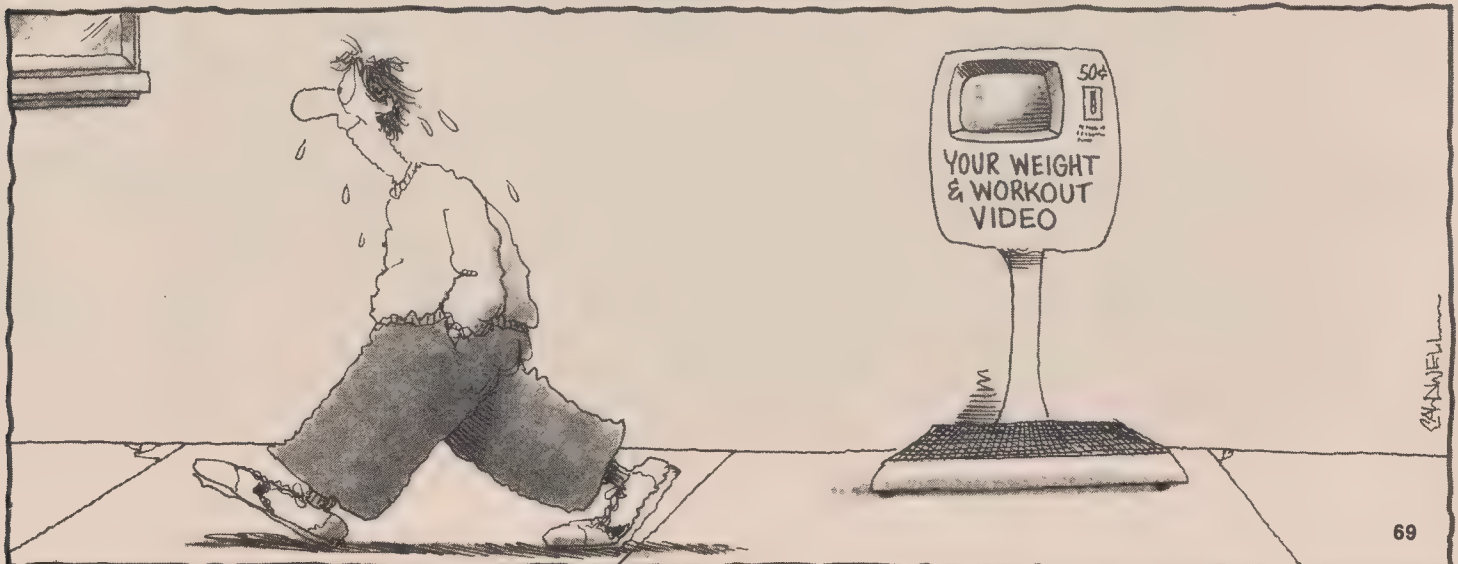
The President today signed legislation providing \$92,000,000 for construction of a long chain link fence that will prevent dangerous grizzly bears from leaving National Parks to take up residence in nearby cities.



DRAMA ON PAGE 69



ARTIST AND WRITER: JOHN CALDWELL



NEW CARS



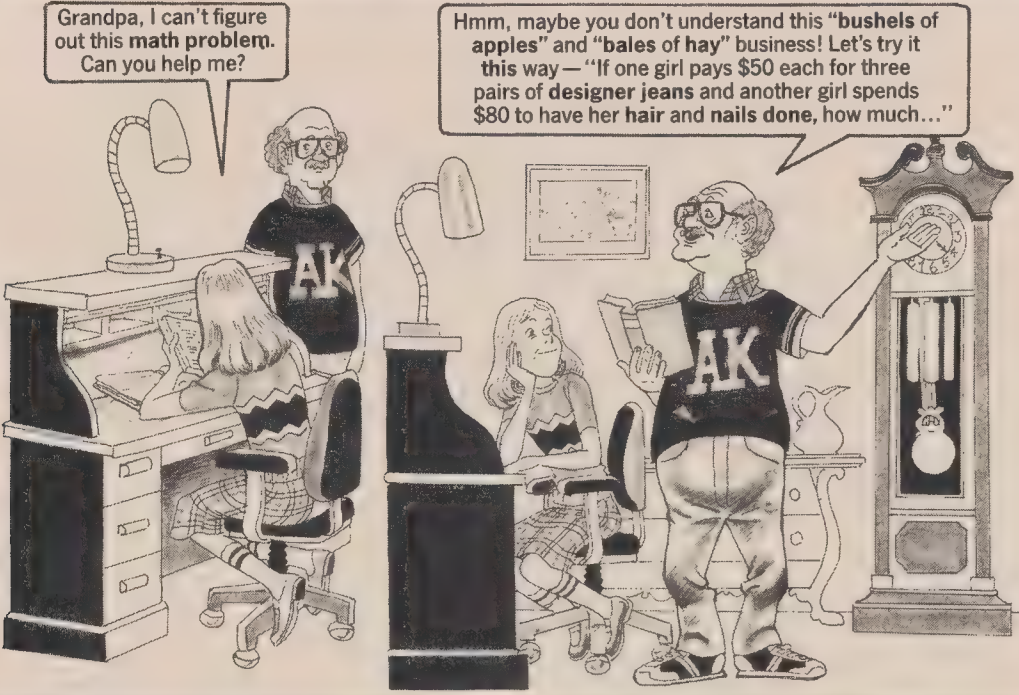
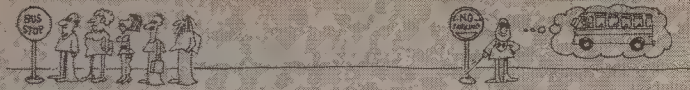
BERG'S-EYE VIEW DEPT.

THE LIGHTS

OLD FRIENDS



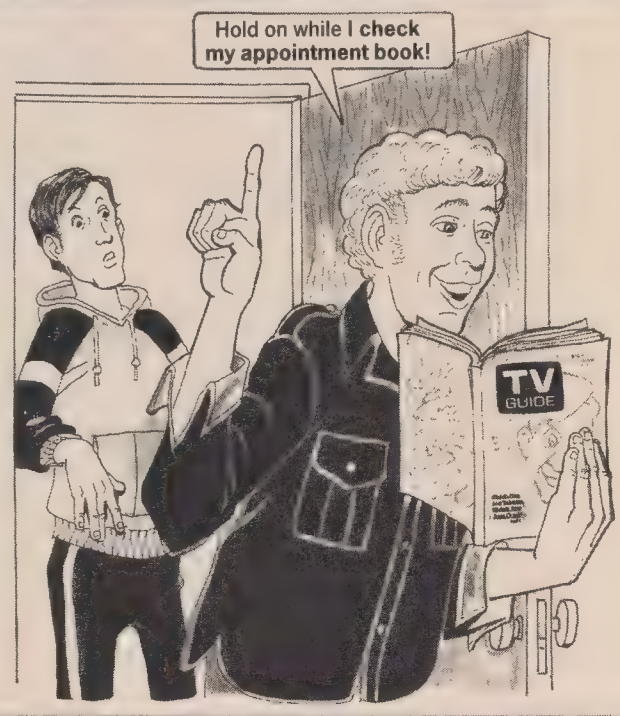
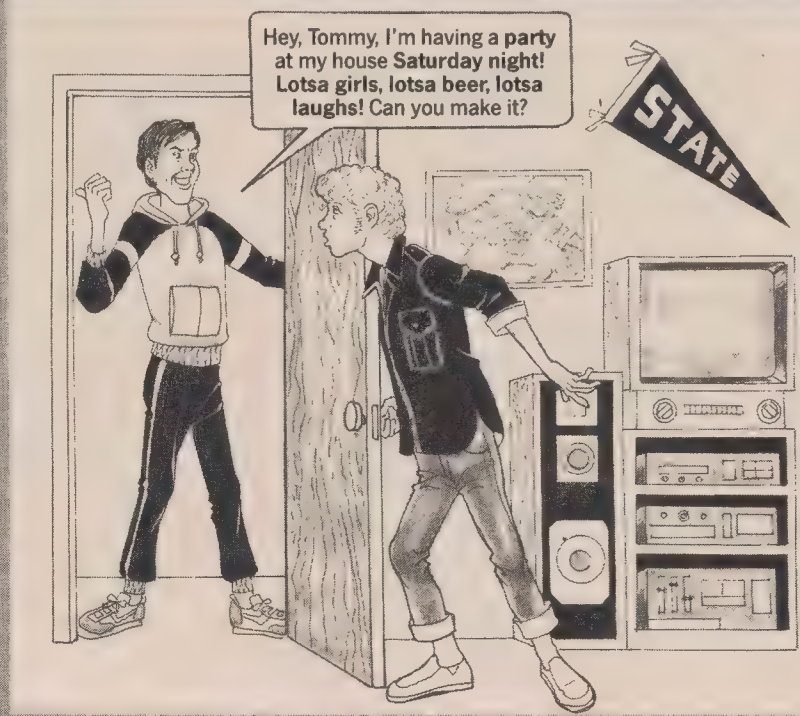
HOMEWORK



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

PRIORITIES



COMMUNICATION

...and that's what ended it for Dick and Annie!

Wait!! I tell you what happened between Marilyn and George!

Did she finally learn he's been seeing Debbie? Or did George hear about Marilyn and John?

Hey, we've been gabbing for two hours and we haven't given Karen a chance to say a word!

So tell us, what have you been up to, Karen? We haven't seen much of you lately, right girls?

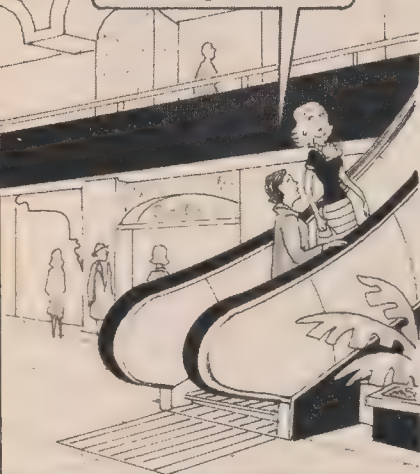
I guess I've been very busy since I've joined the school newspaper...



RELATIONSHIPS

Hi, Linda! It's been years! I heard you met a terrific guy and got married!

Yes, but which one are you talking about, the second one or the third?

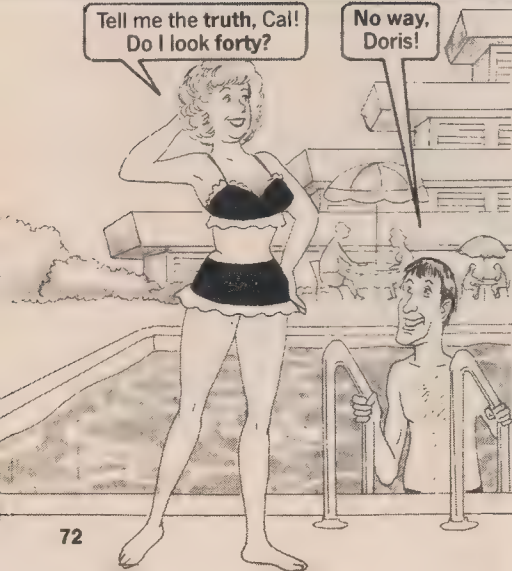


APPEARANCES

Tell me the truth, Cal! Do I look forty?

No way, Doris!

Not anymore!



FOOD

I don't understand it, Paul! I starve myself constantly! I've tried every new diet that's come out for the last two years! I haven't lost a pound! What do you do to stay so thin?

Nothing! I don't exercise, and I eat like a pig!



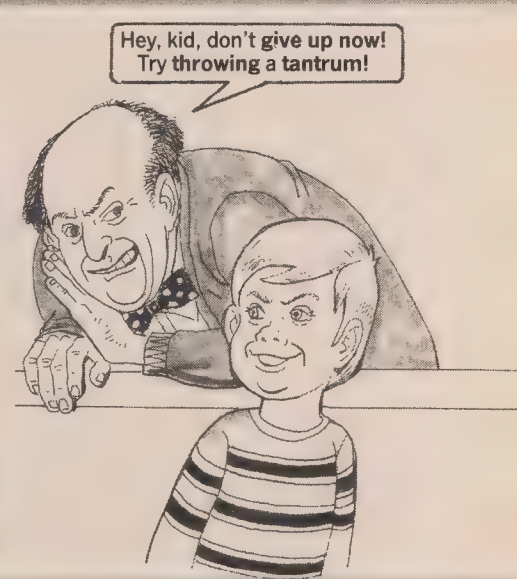
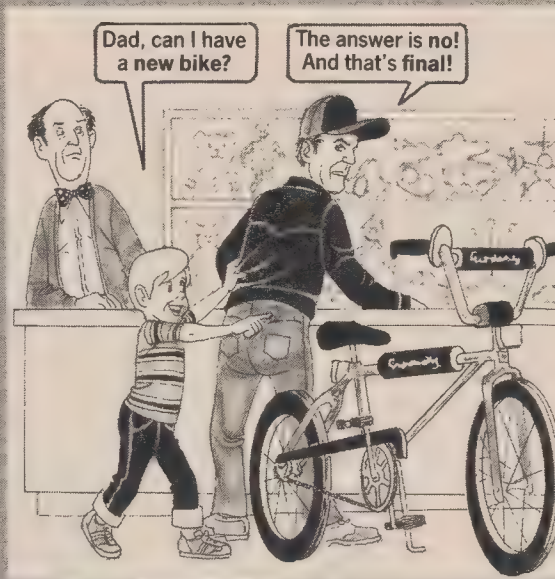
TASTE

Here's the latest from France!

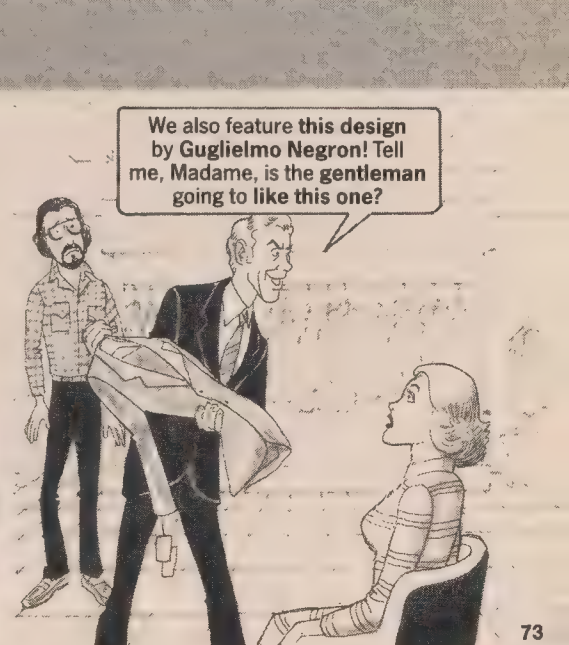
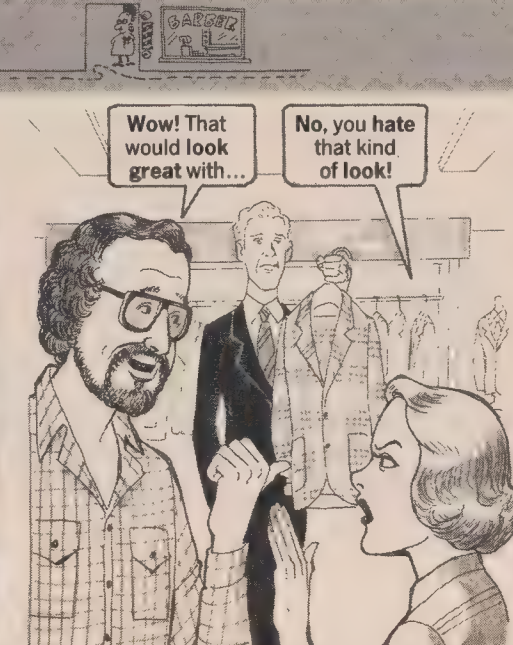
Hey, that looks different...



ASSERTIVE ACTION



THE TELEPHONE



ACHES AND PAINS



Sorry, Meg, I can't play mixed doubles with you this afternoon! My back is killing me!

What's the problem?

It's an old injury acting up! I got hurt at the U.S. Open Championships years ago!

I didn't know you played tennis at the U.S. Open!

He didn't! He fell off his seat in the stands!



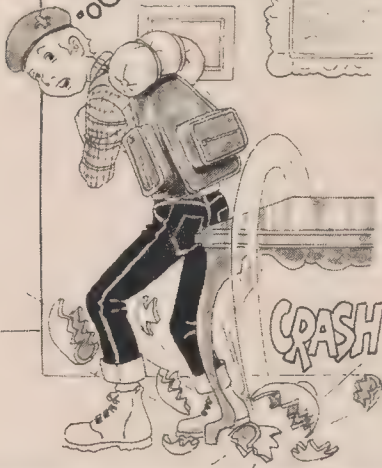
GUILT

Oh, no! That was Mom's favorite vase!

Maybe if I sweep up the pieces and throw 'em in the trash, she won't miss it until after the overnight hike this weekend!

Christopher!

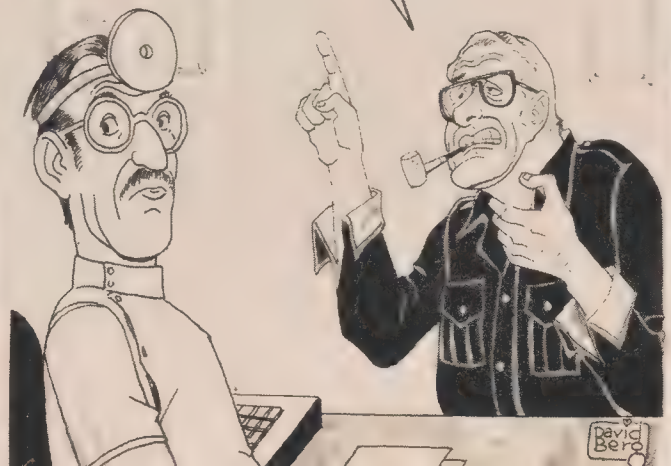
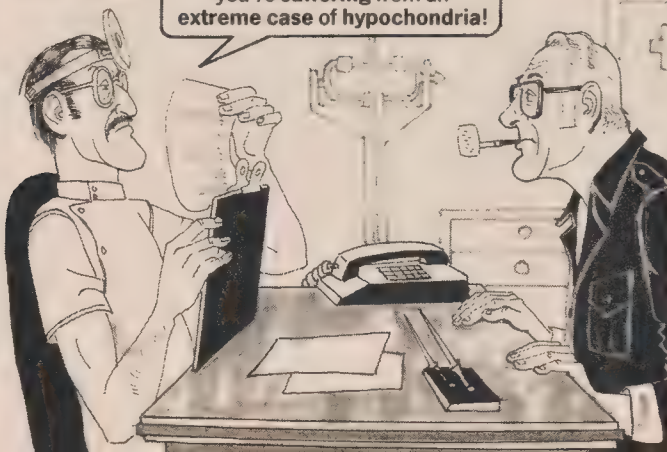
What vase?



DOCTORS

Kaputnik, I've given you a very thorough examination and have come to the conclusion that you're suffering from an extreme case of hypochondria!

Hah! I knew I was sick!



Question: Can you name one thing in this whole dumb world that some schmegeggie won't collect? Take your time. La, la, la, la... Time's up! The answer is: There isn't anything! Really! Why should we lie to you? We're not your parents! Now, for many collectors there's a publication all about their specific field of interest. But not for all—and that's where this filler article comes in. You could do worse than spending the next couple of minutes carefully reading...

THE COLLECTOR'S NEWSLETTER

FOR COLLECTORS WHO DON'T HAVE THEIR OWN NEWSLETTER

FIRST PHOTOS OF THIS YEAR'S CONVENTION!!!



The highlight of the convention was the "Pick-Nic" held on a city garbage scow. "Lots of swell stuff" was discovered. The event will become a permanent feature of future conventions.

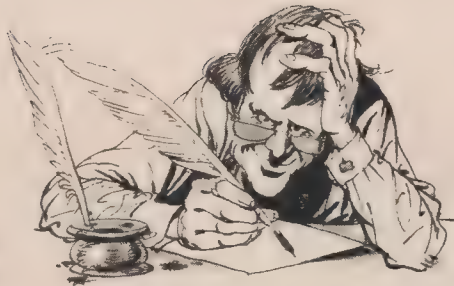


Ike Freemush proudly shows his famous "Bakery Number Ticket Collection" to some young admirers who specialize in "Closed, Sorry We Missed You" store window signs.



Famous Movie Memorabilia dealer "Hollywood" Helen Bonner with only a small part of her movie collection. Her model of Moe Howard's overbite was the #1 hit of the convention.

EDITOR EDDIE ELGAR'S CORNER



Hey, fellow collectors, was that some convention or was that some convention! Notes From All Over Dept.: Did you hear about Phil Kravitz? He added some great oldies to his famous "Bus Transfers" collection.

Leave it to Hal Beals to come up with a winner. Hal, the dean of toilet paper roll inner tube collectors, spotted an early Charmin with the name spelled, "Charmen." It's worth plenty, says Hal. Just how much, he won't say.



Talking about "That Room" collectibles, Ben Wilson recently completed his set of "Toilet Seat Paper Bands from Holiday Inns throughout New England" with this prized one from the Concord, Mass. hostelry. Ben next plans to start on a set from Ramada Inns in late September.

Quiz: Who's got the most complete set of "Safeway Manager of the Week" posters in Southern California? If you guessed Lenny Haller, take a bow.

If you spot any old druggist prescriptions, send them to Dolph Costa. He collects 'em. Got 57,789 at last count.

Three cheers for Millie Seaman for stick-to-it-iveness. It took her twelve years but she finally completed her collection of "Paper Shower Slippers From Famous Spas and Health Clubs in the Midwest." Congrats Millie.



Harry Gault claims he has the largest collection of photos of "Skid Marks Made By Non-Radial Tires" in the world. Wouldn't be surprised, although Harry might want to check with Randy Wiggins who could give him a run for his money.

Want to see a beautiful set of postage cancellations from almost all of the towns in Iowa? A visit to Jeff Guano will do the trick.

Robby Crum's adding to his vast collection of "Bowling Score Sheets in Moline, Ill. Since 1967." He uses his home computer to cross reference, especially the Ladies League of International Harvester.

Talk about sentimentality: Ned Lewis and his lovely wife Adele have been saving old desk calendar appointment pages for thirty three years. But only the Thursday pages. Seems they met on that day in 1951.

Well, that about wraps it up for now. Until we meet again, this is Ed Elgar, your editor saying, "Keep Calm, Keep Cool and above all - Keep Collecting!"

ASK ANGIE



Dear Angie: The other day my mother threw out my cherished collection of Topps Baseball Cards. I had every card in every year since 1952. What should I do? Xavier B.

Dear Xavier B. Kill your mother.

Dear Angie: Listen. My son Richie is a collector—if you get what I mean. Well, about a year ago, I went into his room and he wasn't there, so I didn't do nothing. But after a few months, when he didn't show up, his mother noticed he wasn't there, if you get what I mean. What I want to know, could Richie have run away from home or might he be lying under all the filthy junk his room is swimming in and be sick and need me? I mean, should I take another look inside the room or not? Huh? Aldo DeG.

Hey Aldo! Stay out of Richie's room, whadda ya say? I mean he's a collector and needs his privacy. And if he's in there, he don't want you sticking your nose where it don't belong. If he's hurt, that's his tough curlies. Nobody likes a doting parent, Aldo.

Dear Angie, I am desperate. My husband throws away every penny he earns on old Popsicle sticks and bags, cigarette wrappers and crushed pre-1955 autos. Our kids are starving and I'm about to enter a life of prostitution to support us. Is there anything I can do to make him see the foolishness of his ways? Doris L.

Dear Doris L. First, don't put the rap on collecting, okay? Second, what do you look like and where you going to be, say next Thursday at about 10 P.M.? And finally, yeah, there's an organization that can help your husband. It's called Collect-a-non. It has helped a lot of guys like your husband break the compulsive collecting habit and set them on the path to normalcy. They wind up as pretty dull guys, but they stop collecting. If that's what you'd rather have, who am I to say you're wrong? It takes all kinds.

NOTE: If you have a problem and would like some help, just Ask Angie c/o The Collectors Newsletter.

COLLECTOR'S MART

"If you don't find it here, you don't really want it."

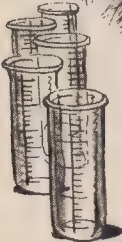


Doctor Danny Gerald Sez:

"I got just what the collector doctor ordered!"

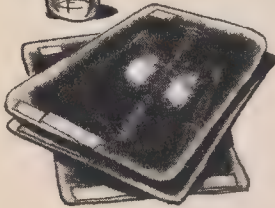
URINE SPECIMEN BOTTLES!

1920 to present ... \$9.75 and up. Many at prices lower than those listed in Official Urine Specimen Bottle Price Guide!



BREAST X-RAYS!

Ages: 18 - 29....\$35
30 - 39....\$25
40 - 49....\$20
Over 50: Make me an offer



GALL STONES! KIDNEY STONES!

Each perfect. Each in its own jar. Each labeled. Maybe it's someone you know!



Gall/Kidney Stones..... \$7.50 ea.
Grab-bag of stones..... \$65.75
(Approx: 25 stones, assorted sizes)

ELECTRO-CARDIOGRAPH READOUTS



Normal heart beat....\$2.50
Arythmic heart beat . \$4.50
Cardiac arrest beat ... \$7.75

Call "Doctor" Danny today with your wants. My service will get your message to me.

THE COLLECTOR'S OUTLET

Our Motto: "We Never Sell Crap"

Complete Collection Of Dry Cleaning Instruction Tags

Wool: cotton; silk; rayon; wool/polyester; cotton/poly; silk/poly; Jackets! Dresses! Slacks! All tags guaranteed to be original - no reproductions. \$1.50 and up. A steal!

Photos Of H & R Block Accountants

Some autographed, some B/W, most color. All suitable for framing. Mint condition. \$75 per set.

Shoemaker's Tickets From All Over

Full heels/full soles/ 1/2 heels/ 1/2 soles/ taps/ tips/ dying etc. Special starter set offer!! 1 of each kind (13 in all) \$750. Makes great Christmas, Birthday or Graduation gift.

Take-out Menus From Chinese Restaurants

All from Tacoma, Washington. Mostly dinner menus, some luncheon, some Businessman's Specials. Cantonese, Szechuan, Mandarin. Some printed, most Xeroxed. Send for price list.

Return Date Cards From Jackets Of Library Books

From NY Public Library, Boston, Phila, Detroit and many more. Which city's return date card are you looking for? Send list of "wants". If we don't have it, we can arrange to get it for you.

SPECIAL Complete blocks of Publishers Clearing House Stamps from 1975 to Present. \$9.75 per set.



SOL THE SPORTSMAN

EVERYTHING FOR THE SPORTS COLLECTOR AND MORE, BELIEVE ME, INCORPORATED

WOW! WOW! WOW!

Look what Sol has for you! Resin Bags signed by Grounds-keepers in all the Major League Ball Parks. How much? Make me an offer I can't refuse. (Anything under \$25, I can refuse).

LOOK! LOOK! LOOK!

These have nothing to do with Sports, but they're collector's items anyway. How would you like a complete set of Mid East Cease Fire Agreements? I got 'em. 1,568 in all. Copies in Arabic and Hebrew, some with Henry Kissinger's signature--whoever he is.

HEY! HEY! HEY!

Autographed Photos of Pro Wrestling Managers and Referees. Freddie Blassie, Capt. Lou Albano and all your favorite Managers are here. Johnny "Red Shoes" Dugan leads the list of name Referees. Complete set of Managers: \$45. Referees: \$35.

AM I KIDDING? NO SIREE!!!

Wait till you hear what Sol's got for you. Unedited tapes of interviews with your favorite Roller Derby Stars. See and hear the tough guys challenging each other. Each tape runs two hours (\$35) or order The Best of Roller Derby Interviews (\$45).

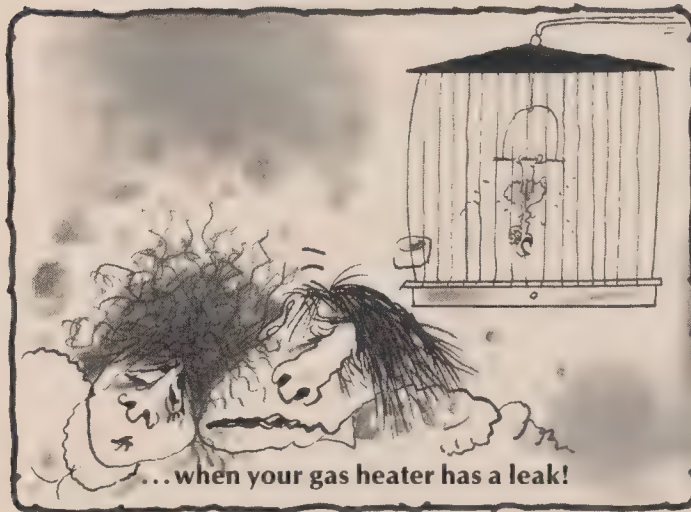
YOUR PET



KNOWS...



ARTIST AND WRITER:
PAUL PETER PORGES



LOCO-EMOTION PICTURE DEPT. (A YEAR TO DISMEMBER)



I was 12 going on 13, that age when a kid spends hours contemplating how many Oreos placed end-to-end would fit between his backyard and the moon, and has sexual fantasies about Twinkies! Even though I'm more than three times that age now, I still think like a 13-year-old! You'll see what I mean as you read this sophomoric drivel I'm writing—pretentious and strawberry jam-packed with symbols that no one will under-

Let me introduce you to the gang...

REDDY was screwed up because his father believed in "putting your shoulder to the grindstone," but not having one, he put Reddy's ear to the stove instead!

CRISIS had wisdom far beyond his ears, er, years! Not only did he listen to our problems, he charged us five Milky Ways an hour for his advice!

That's me, WORDY! I felt like the "invisible boy" because my parents acted like I wasn't there! My mom used to make my bed in the morning with me still in it!

My gosh, the train is coming and we're trapped on this trestle!

That's not a train, Reddy, that's just a symbol of adulthood bearing down on us!

The wheels represent progress and steam symbolizes childhood dissolving into the air!





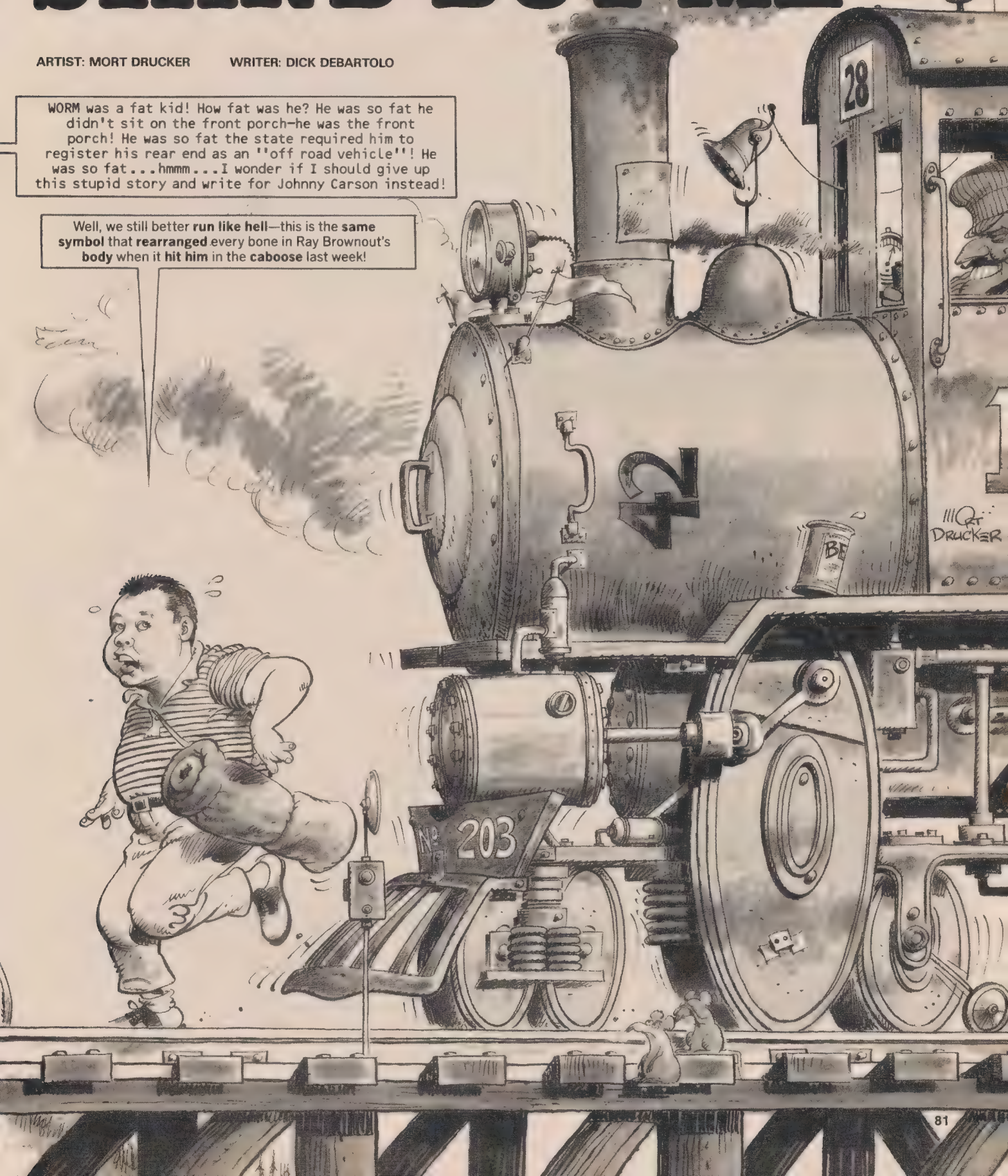
STAND BUT ME

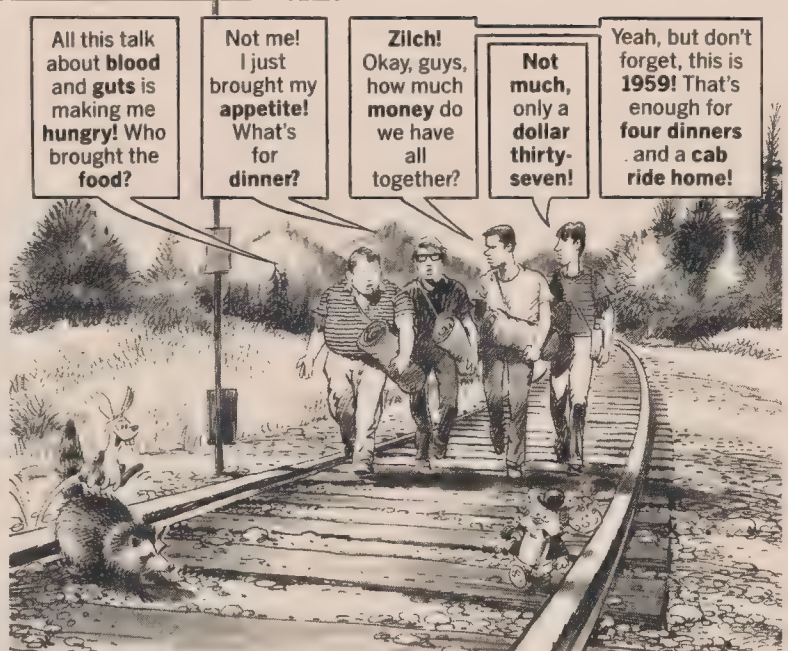
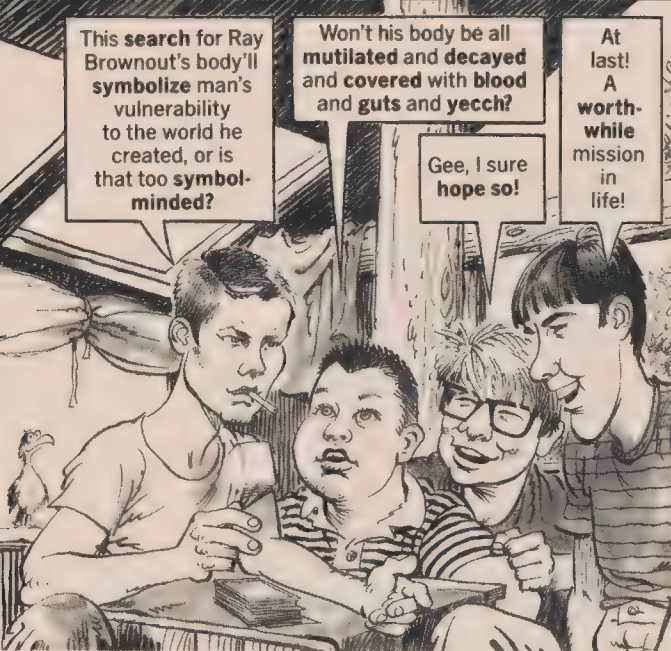
ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO

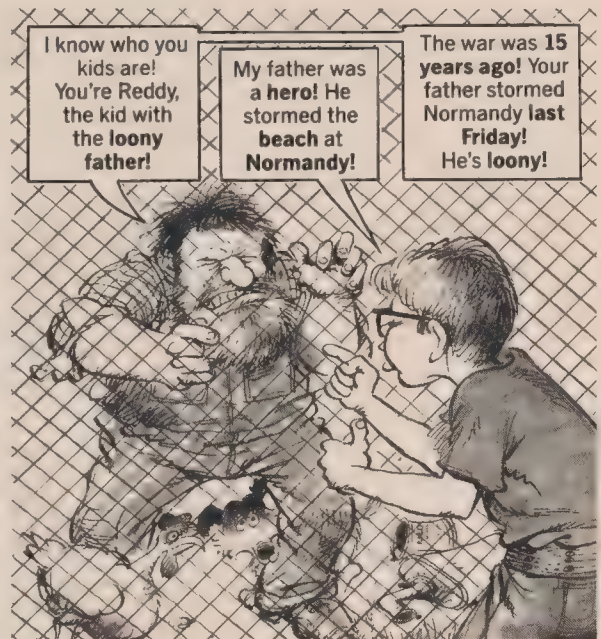
WORM was a fat kid! How fat was he? He was so fat he didn't sit on the front porch—he was the front porch! He was so fat the state required him to register his rear end as an "off road vehicle"! He was so fat...hmmm...I wonder if I should give up this stupid story and write for Johnny Carson instead!

Well, we still better run like hell—this is the **same** symbol that rearranged every bone in Ray Brownout's body when it hit him in the caboose last week!





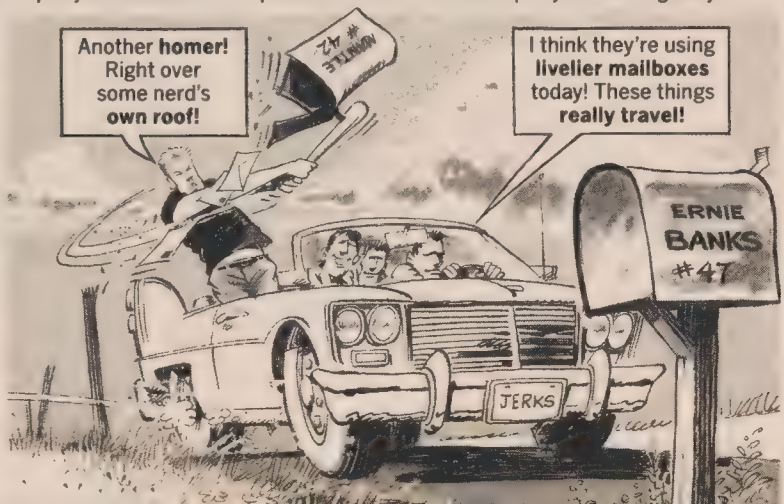
We took a short cut through Crazy Pete's junkyard, but we were very nervous because it was guarded by a vicious dog, Snoopy...



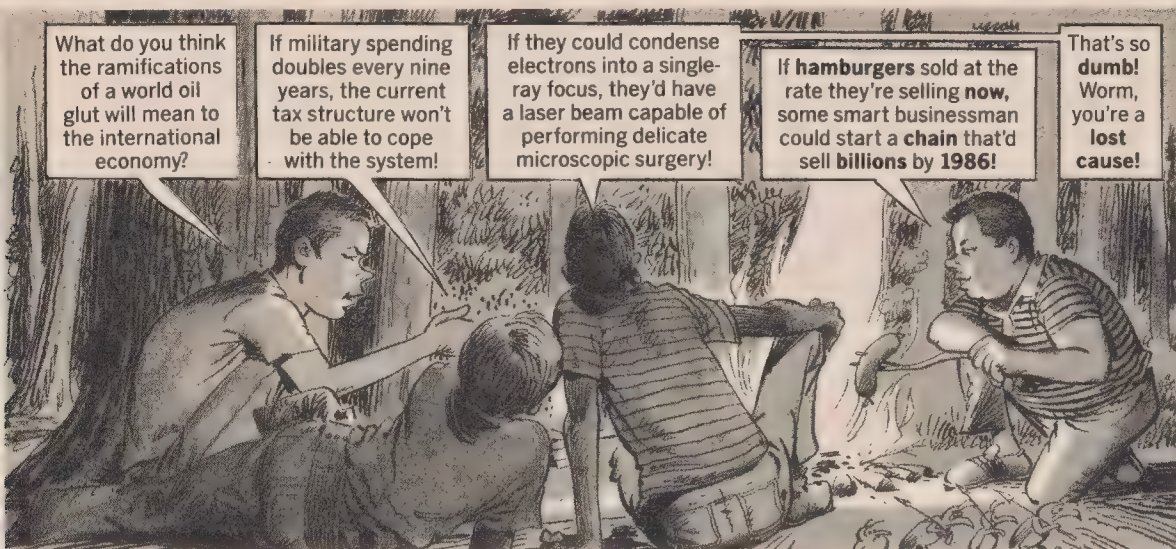
There was a gang of punks in town lead by a guy called Ace Comb! They were a tough group. How tough were they? Well, one day they put tattoos on each other's arms...



I said they were tough, not smart! But they were more than just punks, they were symbols of what Reddy, Worm, Crisis, and I would become if we stayed on our present courses in that small, dumb town! How dumb was it? Well, in other towns they played baseball in parks! In our town we played on highways!



That night we sat around the campfire talking about all those silly things that seem important to young boys before they discover girls...



What do you think the ramifications of a world oil glut will mean to the international economy?

If military spending doubles every nine years, the current tax structure won't be able to cope with the system!

If they could condense electrons into a single-ray focus, they'd have a laser beam capable of performing delicate microscopic surgery!

If **hamburgers** sold at the rate they're selling **now**, some smart businessman could start a **chain** that'd sell **billions** by **1986**!

That's so **dumb**! Worm, you're a **lost** cause!



Tell us a story, Wordy!

Okay, I'll tell you a story about **barfing**, **barfing**, and **revenge**!



Oh, boy! I really love **gross** stories!

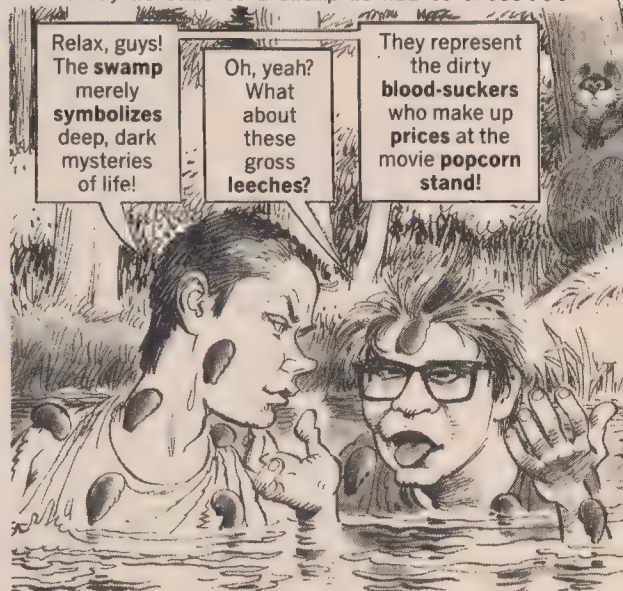
Yeah, but what's so **gross** about "**revenge**"?

The **barfing** is just a **symbol** to show that those in **power** who **inflict suffering** on others will someday **get theirs**!

Oh, you mean like the **punks** in this town?

No, more like **Vice President Nixon**, **Senator Joseph McCarthy**, and worst of all—**Dick Clark**!

The next morning we continued our search. On the way we came to a swamp we had to cross...

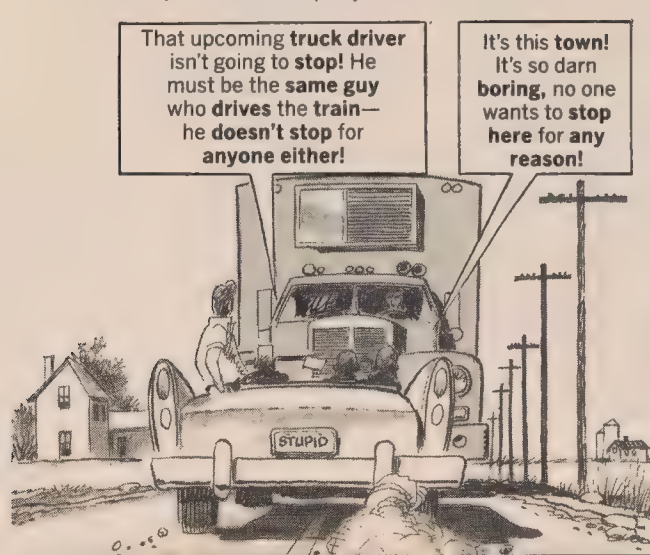


Relax, guys! The swamp merely **symbolizes** deep, dark mysteries of life!

Oh, yeah? What about these gross **leeches**?

They represent the dirty **blood-suckers** who make up **prices** at the movie **popcorn** stand!

Ace and the older punks headed out to find the body, too! Bored with "highway baseball," they decided to play "chicken..."



That upcoming **truck driver** isn't going to **stop**! He must be the **same guy** who **drives the train**—he **doesn't stop** for **anyone** either!

It's this town! It's so darn **boring**, no one wants to **stop** here for **any reason**!

But our gang beat the punk gang to the place where Ray Brownout got hit by the train...



Look! **There** he is!

And there he is... and **there** he is...

His **scattered body** is **symbolic**! It represents the end of our **fragmented youth**!

It also represents the end of the fresh, clean **smell** of the **woods**! Nothing like a **decaying body** to clean out your **sinuses**! **Yucchh!**

So, you little creeps got to the body **first!** You think you're gonna bring it back to town and get **your pictures** in the **paper!** No way! If anyone's gonna be local heroes, it's **us!**

You don't understand Ace! This isn't a **body**, it's a **symbol!**

Yeah? Well, this ain't a **knife** I'm holding, either! It's just a **symbol** representing the way I separate a nerd's nose from his **face!**

Tough noogies, Ace! My **symbol** of this **gun** I'm holding beats the hell out of **your symbol** of a knife when it comes to who's **boss** here!

Okay, Wordy, you win **this** round! But someday in the **future**, when they make a **sequel** to this lousy film, you won't be carrying that **symbol!** Then it'll be **your** body they'll be searching for!



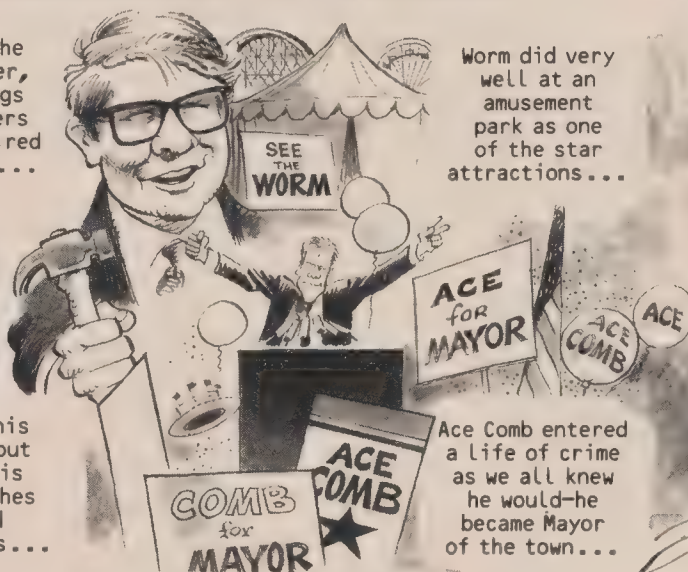
So that ended the story. It wasn't much of an ending, but then it wasn't much of a story, either! As for what became of the guys, it was pretty predictable. Everyone ended up as successful as might be expected...

As for me, I didn't have the talent to make it as a real writer as I always dreamed, so I went to Hollywood to write movies instead.

Reddy, enamored with the military like his father, sold the Pentagon things like a carload of hammers at \$40,000 each and retired a millionaire at age 23...

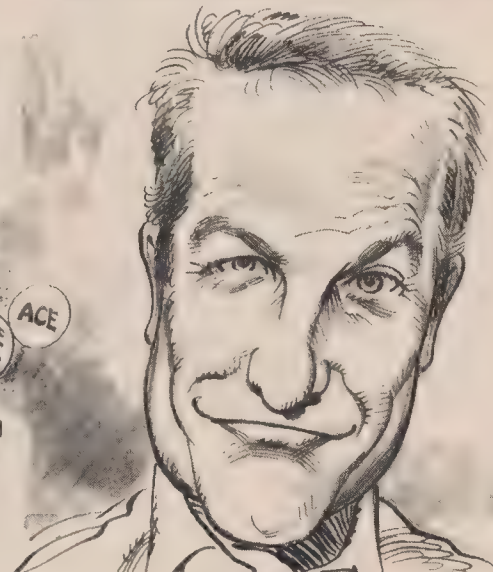


Crisis kept spouting his nutty philosophies about symbols and started his own religion. He preaches on TV every week and people send him millions...



Worm did very well at an amusement park as one of the star attractions...

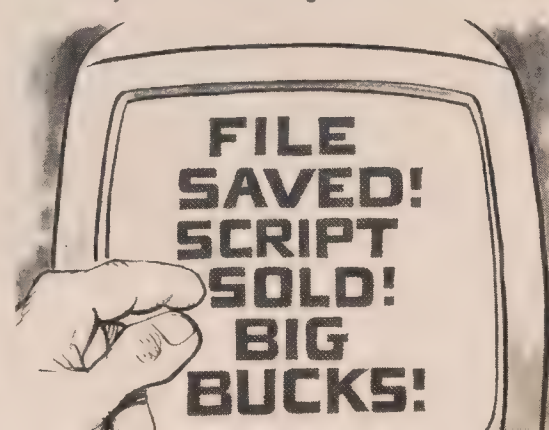
Ace Comb entered a life of crime as we all knew he would—he became Mayor of the town...

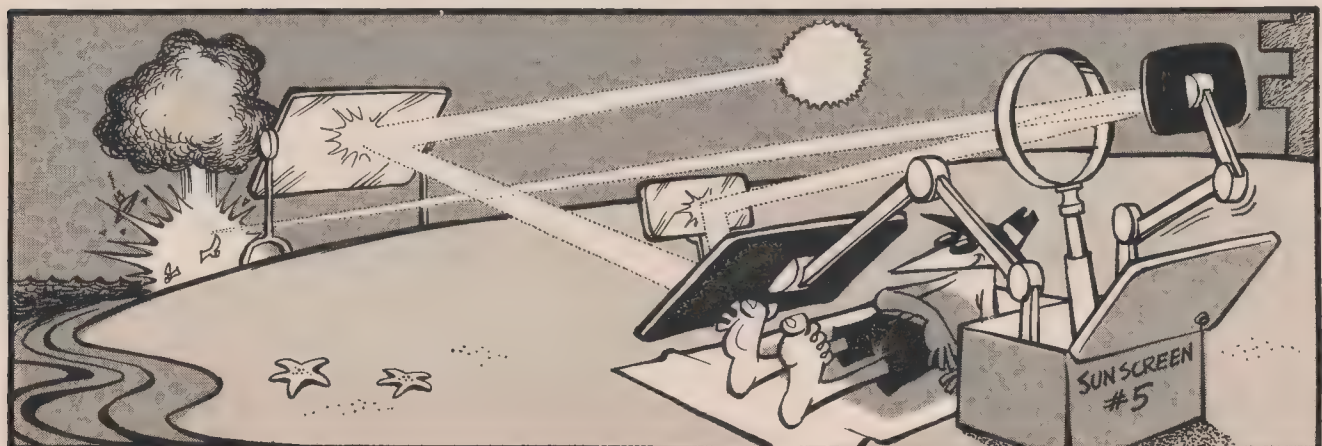
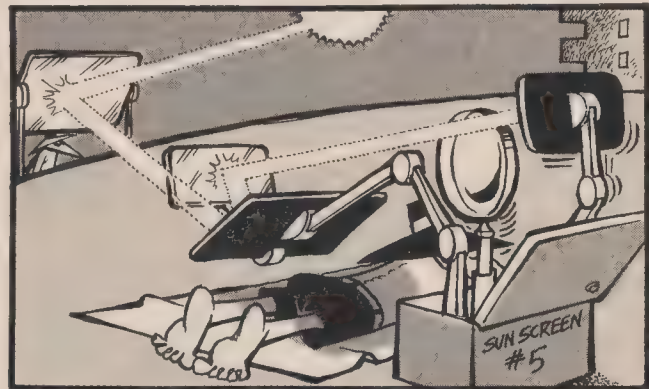
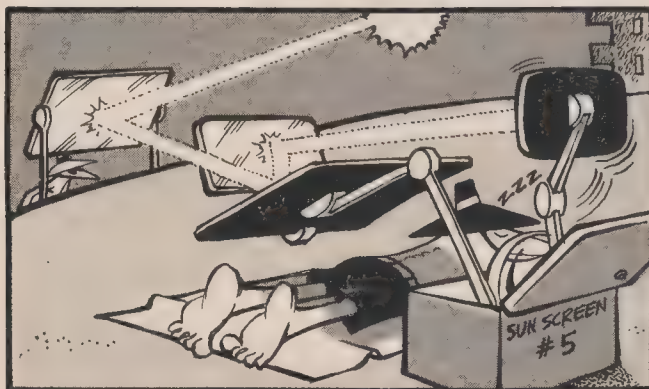
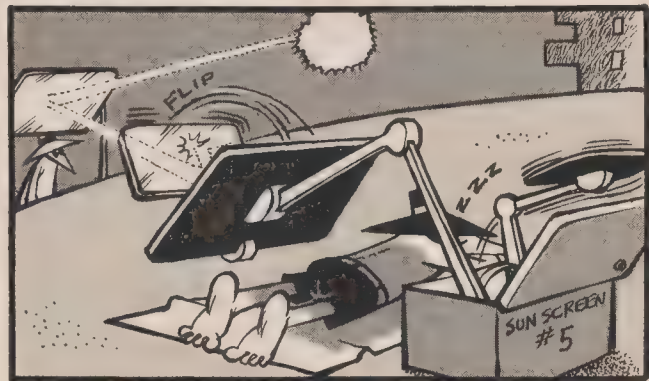
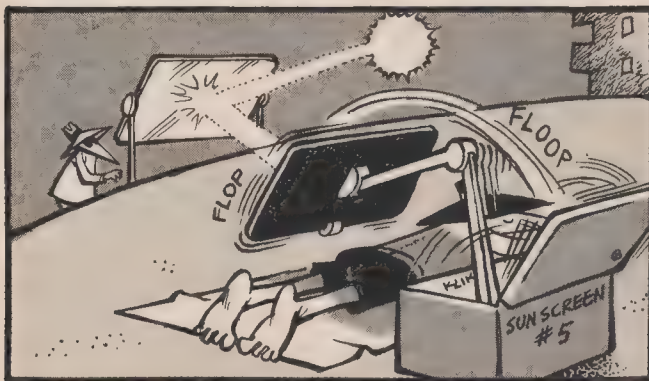
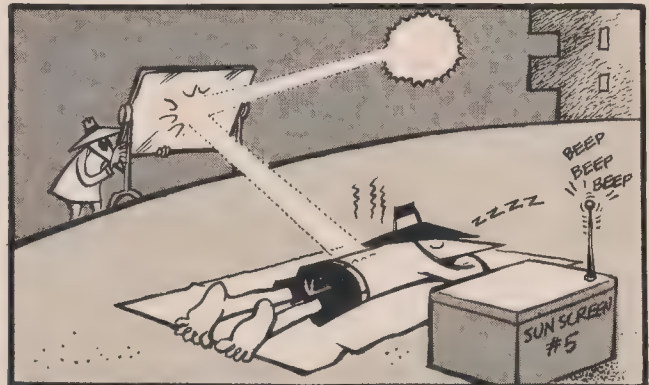
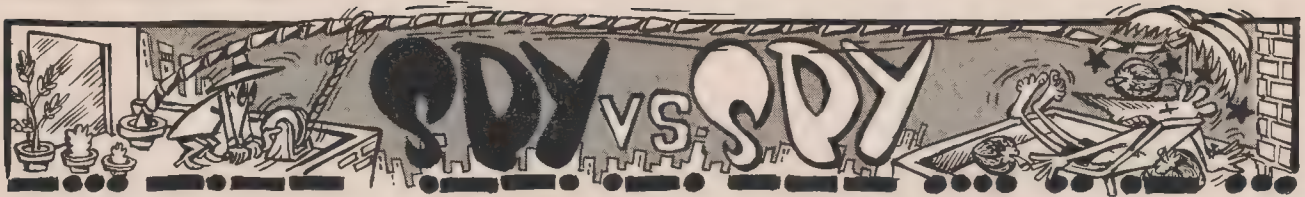


Now, as I look at what I've done on the computer screen, I realize this script is as boring as the one-dimensional characters I hung around with as a kid! But that's one dimension more than the Hollywood characters I hang around with now, so I'll end this tale two ways...

In the movie version I'll look at the screen, read the drivel I wrote, then turn off the computer to go out with my kids—which, as some of you sharp computer people notice, will erase everything I've done! Very symbolic!

But in real life I'll press the "save" key, make a print-out of this script, and sell it tomorrow! I predict that it's bad enough to be a hit movie! And since Mad Magazine does satires on bad hit movies, that's probably where you'll be reading this...





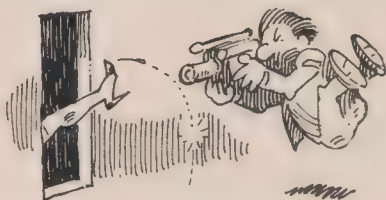
Years ago life was easier. The most pressing problem folks seemed to face was deciding which radio program to tune in that evening. But times change. Life's complexities have gone way

MAD'S MODERN

Where can you buy a winter jacket the day

remaining pleasures don't cause cancer?

divorce?



Where can you buy

What do you serve your vegetarian, holistic

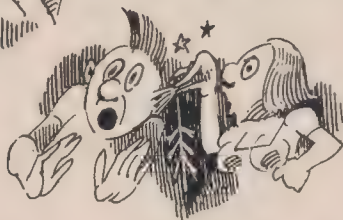
friend for dinner?



Is it possible

Do you have to buy earrings you

them?



Is \$1.35 still "cheap"?

Day card for your gay, transvestite step-fat

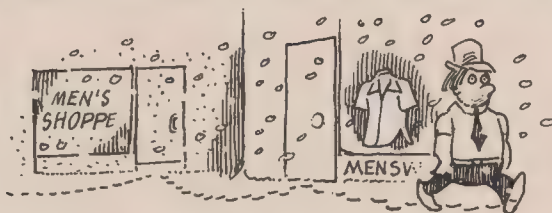
travel to where the residents don't hate or

possible to suffer from an illness that Phil

beyond just moving a little plastic marker from the morning music show to the shadow traffic report. As baffling dilemmas appear, we find ourselves searching desperately for answers to

N-DAY PUZZLERS

y after New Years?



Which

Should you video tape your

y a watch that just tells time?



tic, new-age, buddhist, feminist, rotarian

sible to totally avoid seeing Ed McMahon?

r boyfriend will like too, so you can share



Where do you find a Mother's

her?



What country can you

resent all Americans?



Is it

Donahue hasn't covered yet?

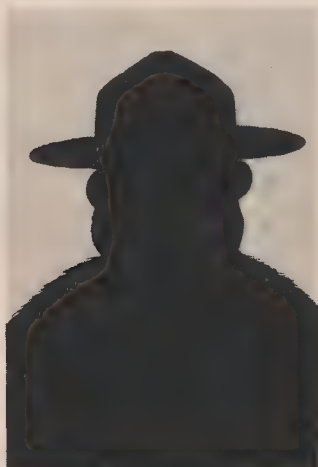


THE SHADOW STILL DOESN'T KNOW DEPT.

Once upon a time in a magazine far, far away (actually it was MAD #257!), there was a thought provoking article (in fact, it was just plain silly!) that was the talk of everyone everywhere (our staff discussed it!). Due to overwhelming demand (one irate letter!) it was decided to do a sequel (we're desperate for new ideas!) and so, after much ado, here's...

MORE CELEB

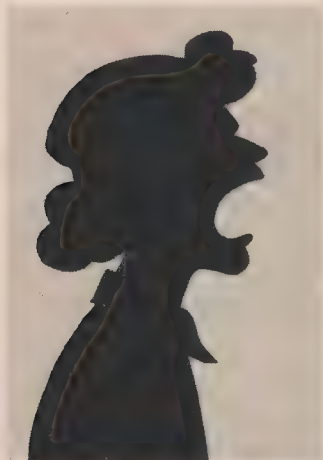
ARTIST: BOB CLARKE



Which is SGT. SLAUGHTER...and which is SMOKEY THE BEAR?



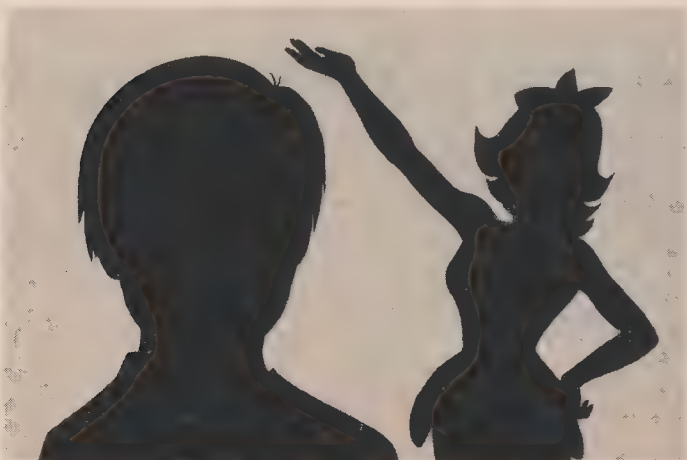
Which is CHER...and which is THE NBC PEACOCK?



Which is JOHN McENROE...and which is LUCY VAN PELT?



Which is LARRY HAGMAN...and which is BULLWINKLE?



Which is PAT SAJAK and VANNA WHITE...and which is BARNEY and BETTY RUBBLE?

RITTY SILHOUETTES

WRITER: RURIK TYLER



Which is SADE...and which is OLIVE OYL?



Which is WHOOPI GOLDBERG...and which is RAGGEDY ANN?



Which is GLORIA STEINEM...and which is CATHY?



Which is DAVID BRENNER...and which is OPUS?



Which is ORVILLE REDENBACHER...and which is THE JOKER?



Which is THE COSBY SHOW'S "RUDY"...and which is SNOOPY?

REVIEW TO A KILL DEPT.

THE MAD MOVIE CRITIC'S PLEDGE

As a film-reviewing, self-appointed decision maker for ordinary movie-goers everywhere, I hereby promise to uphold, defend and espouse the following beliefs:

I pledge to declare any motion picture starring Bill Murray, Chevy Chase or Dan Aykroyd as "nothing more than an overblown Saturday Night Live skit."

I promise to include important plot twists and reveal information in my reviews that will spoil the movie for anyone who hasn't seen it yet.

I promise to dismiss any sexy youth comedies made after 1978 but before 1982 as "cheap attempts to cash in on the success of Animal House." Likewise, I shall label any sexy youth comedies made after 1982 as "cheap attempts to cash in on the success of Porky's."

No matter how much I enjoy the latest Steven Spielberg film, I shall not fail to mention that he also directed 1941.

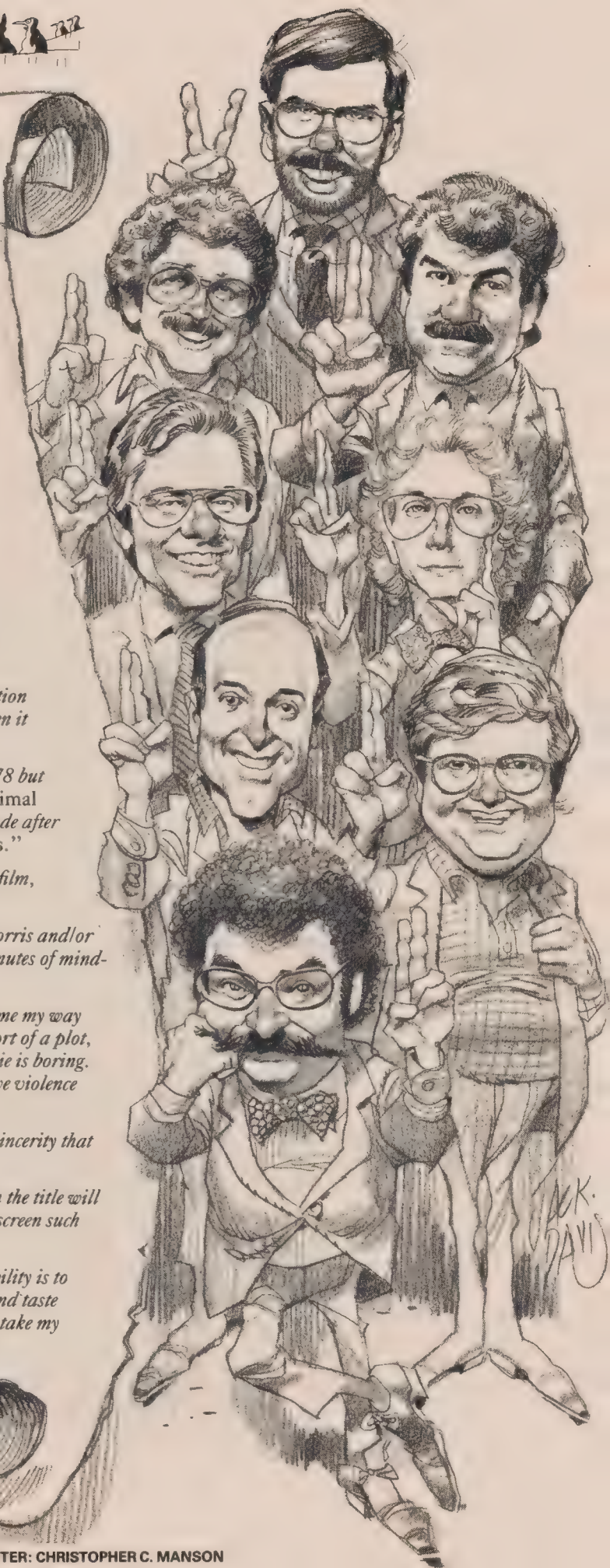
Under most circumstances, I shall proclaim Chuck Norris and/or Sylvester Stallone vehicles as "nothing more than 90 minutes of mindless violence..."

... However, should any rare Norris/Stallone film come my way that contains a minimal amount of violence and some sort of a plot, I shall express no reservations about saying: "This movie is boring. At least in their typical films, you can rely on the excessive violence to keep you awake."

I shall go to my grave believing without a shred of insincerity that the book is always better than the movie.

I truly believe that any film with a roman numeral in the title will always prove unworthy of my time, and that I need not screen such movies to compose an accurate review.

But, above all, I duly recognize that my sole responsibility is to subject my own personal standards of quality, morality and taste upon those persons whose lives are so empty as to actually take my biased opinions seriously!





ALTAR EGOS DEPT.

In The Beginning...

...Man created Religion, and it was pure and good, and God looked down and said, "Go with it."

On the Second Day, Man created Preachers to deliver God's Message. And God still was pleased, although He often felt something was lost in the translation.





On the Third Day, the Preachers discovered Television, and they came to be called Televangelists. And they prospered through the Miracle of the Toll-Free Number and the Tax-Free Donation. And they offered Instant Salvation through the Wonders of MasterCard and Visa.

And God saw these things and said, "I smell trouble."

On the Fourth Day, the Televangelists grew fat from Checkbook Religion, and they built Many Mansions and came to worship the Rolls-Royce and the Platinum Self-Winding Omega.

And God saw this Glorification of Glitz and the Fleecing of His Flock, and He wondered, "Is there no end to these False Profits?"

On the Fifth Day, the Televangelists, their cup overflowing with Bulging Bankrolls from their Electronic Cathedrals, declared that God was calling them to Greater Things.

And lo and behold, they built Vast Universities bearing their names. And they dug deep into the pockets of their Faithful and created their own Cable Networks. And they even aspired to that Great Political Pulpit in the White House.

And God saw them worshipping the idols of Self-Importance and Ambition, and said, "I think maybe it's time for an Eleventh Commandment."

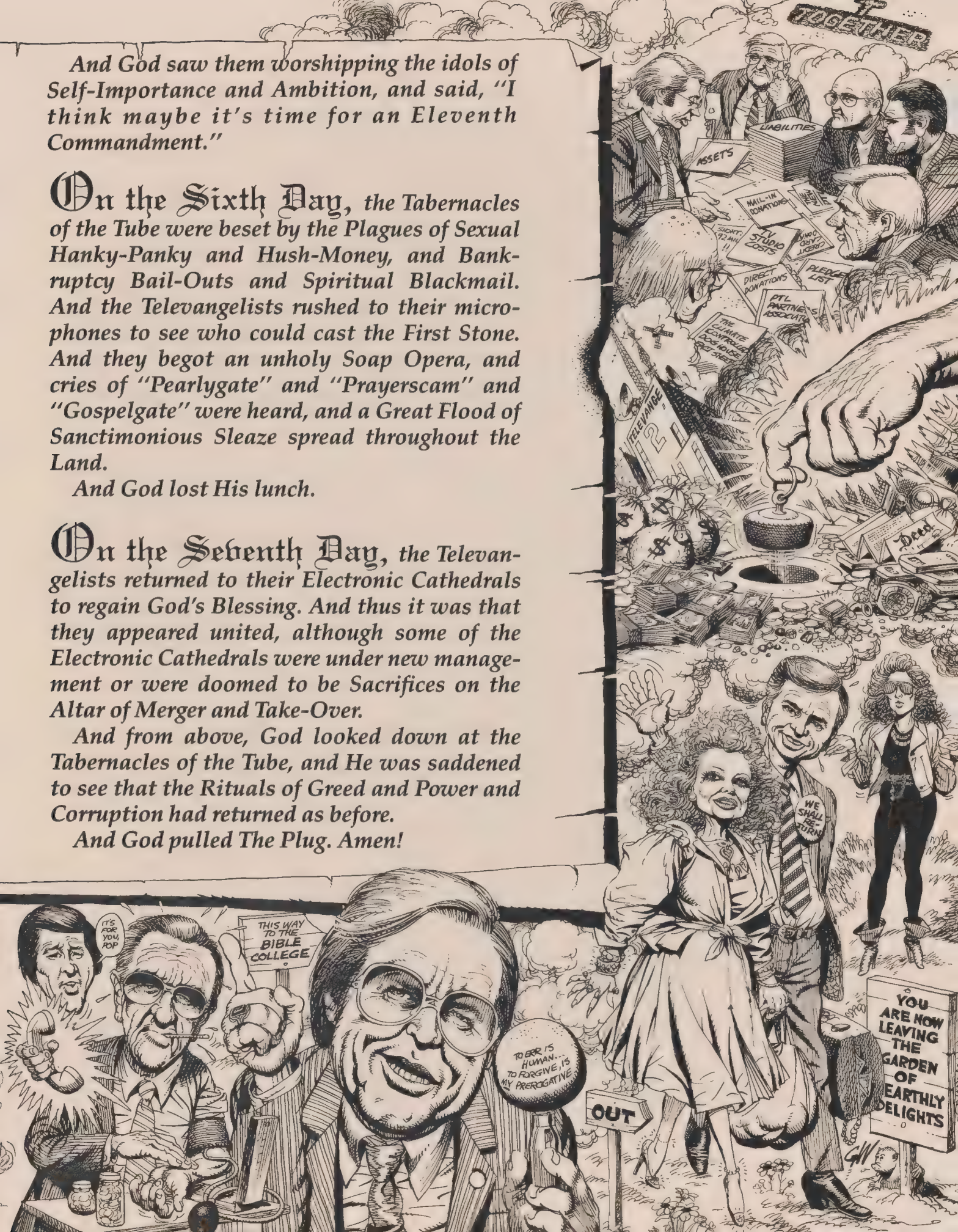
On the Sixth Day, the Tabernacles of the Tube were beset by the Plagues of Sexual Hanky-Panky and Hush-Money, and Bankruptcy Bail-Outs and Spiritual Blackmail. And the Televangelists rushed to their microphones to see who could cast the First Stone. And they begot an unholy Soap Opera, and cries of "Pearlygate" and "Prayerscam" and "Gospelgate" were heard, and a Great Flood of Sanctimonious Sleaze spread throughout the Land.

And God lost His lunch.

On the Seventh Day, the Televangelists returned to their Electronic Cathedrals to regain God's Blessing. And thus it was that they appeared united, although some of the Electronic Cathedrals were under new management or were doomed to be Sacrifices on the Altar of Merger and Take-Over.

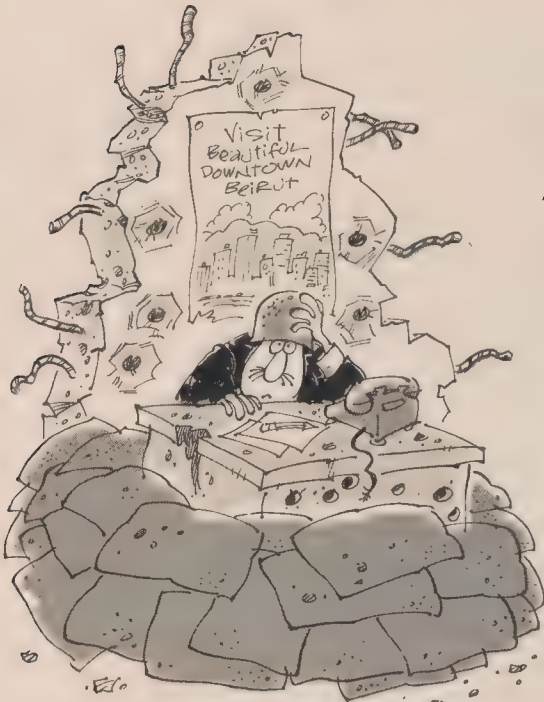
And from above, God looked down at the Tabernacles of the Tube, and He was saddened to see that the Rituals of Greed and Power and Corruption had returned as before.

And God pulled The Plug. Amen!



A MAD LOOK AT... People Even Lonelier Than

ARTIST: PAUL COKER



THE DIRECTOR OF THE
LEBANESE TOURIST BUREAU



AN 800# OPERATOR FOR
PHILIP-MICHAEL THOMAS'
GREATEST HITS



A FACT CHECKER AT
THE NATIONAL ENQUIRER



A PLANNED PARENTHOOD
COUNSELOR IN VATICAN CITY



AN USHER AT
A "G" RATED MOVIE



A VIDEO DISC SALESMAN



The MAYTAG REPAIRMAN

WRITER: MIKE SNIDER



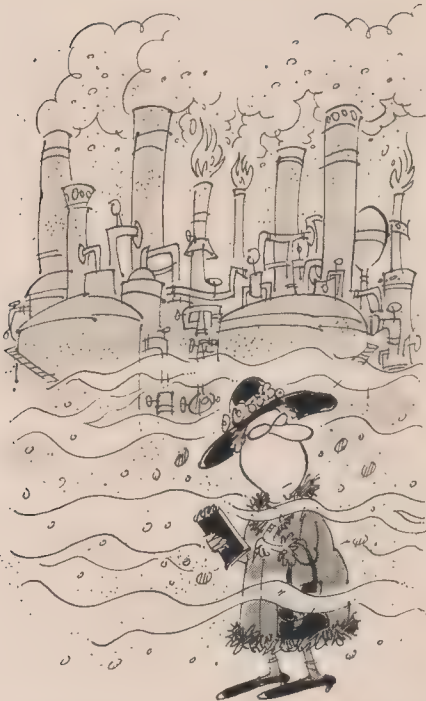
A CHEVY DEALER IN TOKYO



MARVIN HAGLER'S
HAIR STYLIST



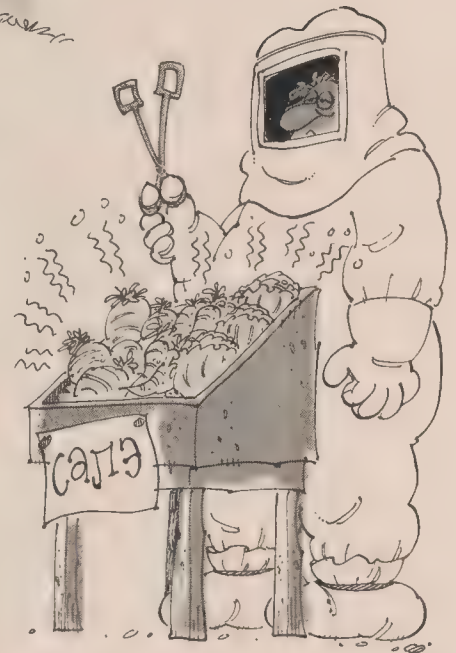
THE 3RD BASE COACH FOR
THE SEATTLE MARINERS



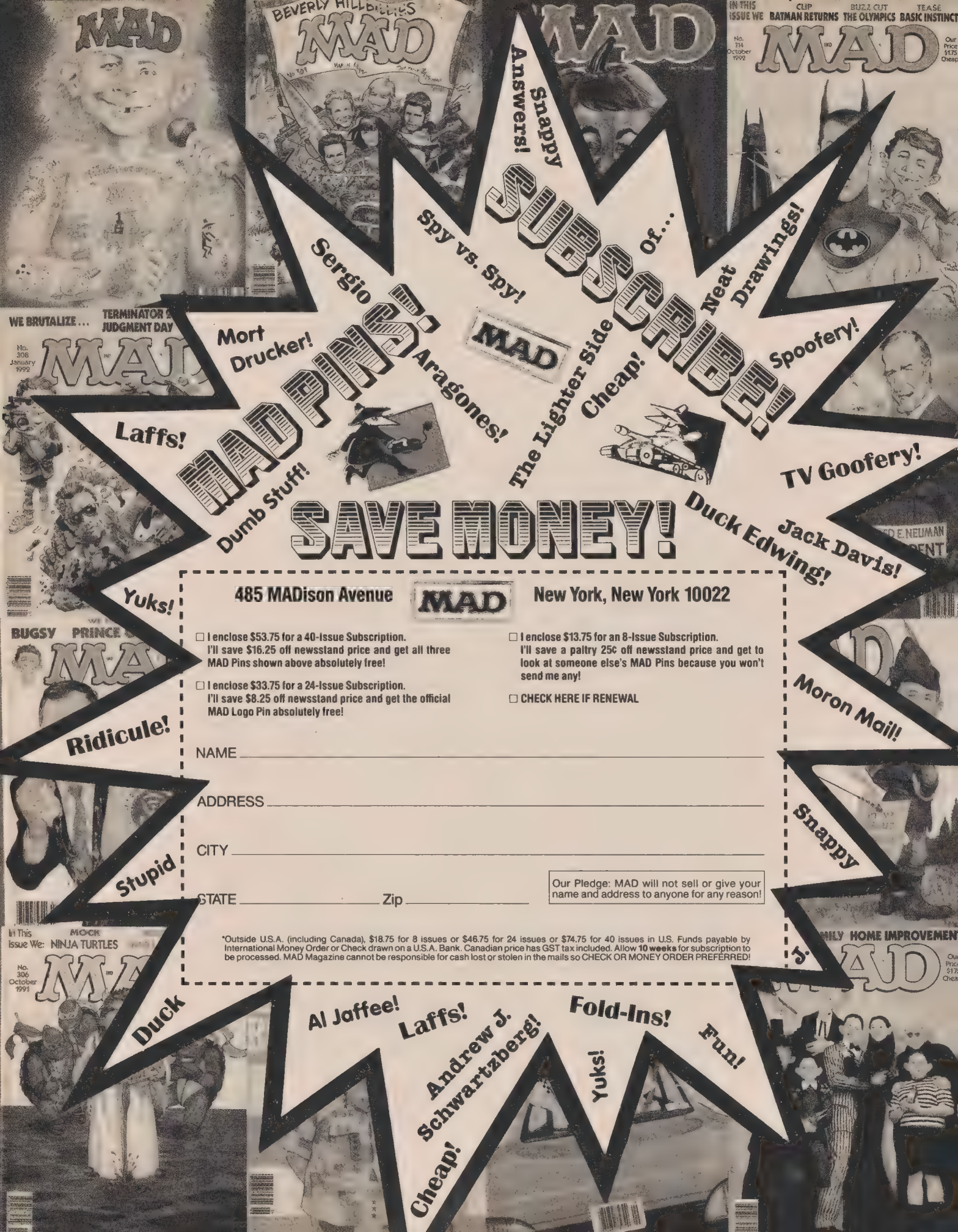
THE CULTURE REPORTER
FOR THE BAYONNE
DAILY NEWS



PRESIDENT OF THE SYLVESTER
STALLONE FAN CLUB (MOSCOW CHAPTER)



THE VEGETABLE SALESMAN
AT CHERNOBYL



Snappy
Answers!

Spy vs. Spy!

Sergio

Mort
Drucker!

Laffs!

Dumb Stuff!

Yuks!

Ridicule!

Stupid

Duck

Al Jaffee!

Laffs!

Andrew J.
Schwartzberg!

Cheap!

Fold-Ins!

Yuks!

Fun!

Moron Mail!

Snappy

Jack Davis!

Duck Edwing!

TV Goofery!

Spoofery!

Neat
Drawings!

Of...
SAVE CASH!
The Lighter Side
Cheap!

SAVE MONEY!

485 MADison Avenue



New York, New York 10022

- ☐ I enclose \$53.75 for a 40-Issue Subscription. I'll save \$16.25 off newsstand price and get all three MAD Pins shown above absolutely free!
- ☐ I enclose \$33.75 for a 24-Issue Subscription. I'll save \$8.25 off newsstand price and get the official MAD Logo Pin absolutely free!

- ☐ I enclose \$13.75 for an 8-Issue Subscription. I'll save a paltry 25c off newsstand price and get to look at someone else's MAD Pins because you won't send me any!
- ☐ CHECK HERE IF RENEWAL

NAME _____

ADDRESS _____

CITY _____

STATE _____ Zip _____

Our Pledge: MAD will not sell or give your name and address to anyone for any reason!

*Outside U.S.A. (including Canada). \$18.75 for 8 issues or \$46.75 for 24 issues or \$74.75 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Canadian price has GST tax included. Allow 10 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!

**WHAT
MENACE
IS ZAPPING
THE ENERGY
OF TODAY'S
YOUTH?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

"Tired, listless, wandering zombies" is what best describes today's youth. To find out what's having this profound effect on them, fold in page as shown.



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀ **B** FOLD BACK SO "A" MEETS "B"



LATELY, SCHOOL KIDS ARRIVE SO TIRED, THEY CONFUSE NIGHT WITH DAY. STUDENTS WHO ARE NORMALLY DEDICATED AND AVID SCHOLARS NOW FALL ASLEEP. NOT ONLY ARE THEY LETTING GRADES SLIP IN LESS POPULAR FRENCH AND GERMAN LANGUAGE CLASSES, BUT IN ALL OTHERS AS WELL.

A▶

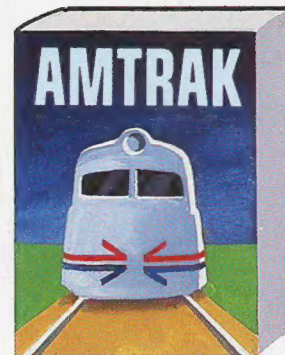
◀ **B**

Big Books For Small Minds™

AN INCREDIBLE OFFER FROM THE

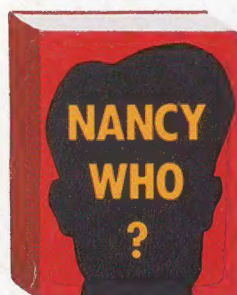
FAT-BOOK-OF-THE-MONTH CLUB

...Because Sometimes Quantity Is Better Than Quality!
We have them all! Just take a look at our **FAT** collection of extremely **FAT** books and join today!

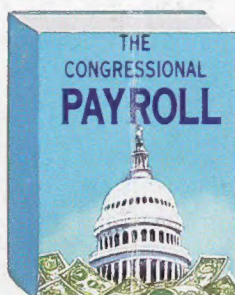


A compendium of routinely ignored safety regulations

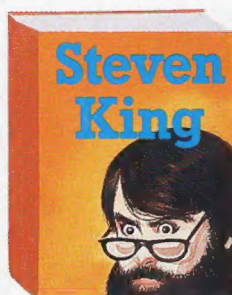
Publisher's price \$768.50



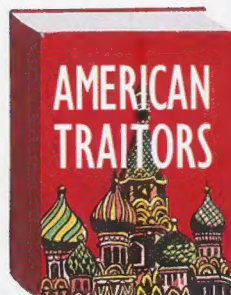
Everything President Reagan claims he forgot
Pub. price \$116.95



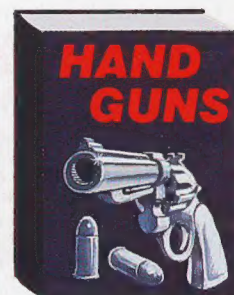
A complete guide to your Congressmen's relatives
Pub. price \$720.95



18 novels written last April
Pub. price \$250.00



Secrets divulged by the marines in Russia, Vol. 9
Pub. price \$344.97



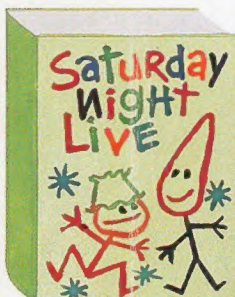
People killed by the weapons they bought for protection
Pub. price \$199.89



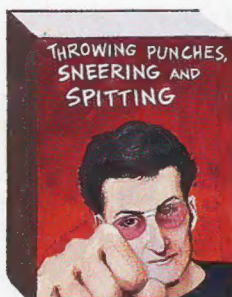
A history of appeasements of and surrenders to terrorists and dictators
Pub. price \$275.00



A complete listing of all those who have never won
Pub. price \$171.50



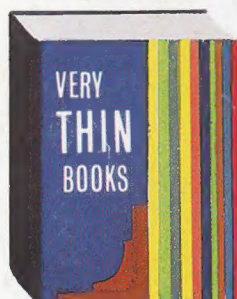
Sketches that have no ending
Pub. price \$199.50



A pictorial history of Sean Penn
Pub. price \$599.49



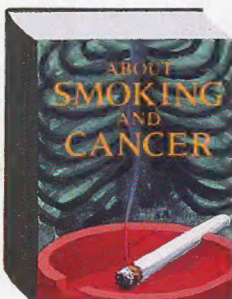
Ways the faltering star can improve her act
Pub. price \$1.95



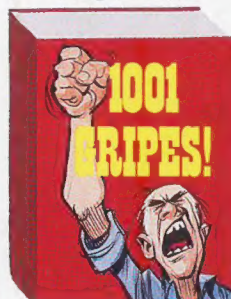
The complete catalogue
Pub. price \$319.87



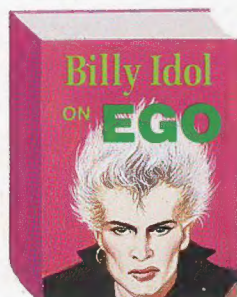
The first zillion years
Pub. price \$620.86



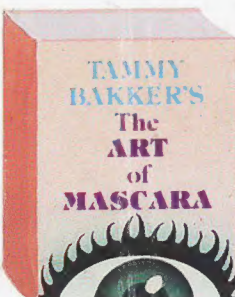
Facts distorted by the RJ Reynolds Company
Pub. price \$222.50



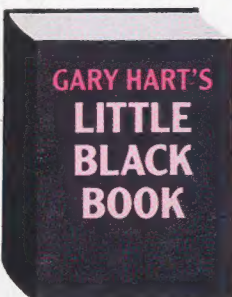
Consumer complaints against book clubs
Pub. price \$400.00



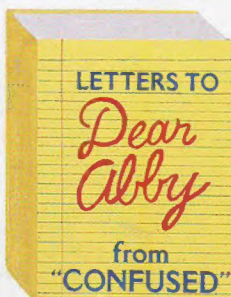
Pub. price \$394.59



Pub. price \$189.79



Pub. price \$537.50



Pub. price \$116.95

Facts About Membership. After years of running this ad, we've discovered that no one who orders books from us ever reads this paragraph. In fact, we've also discovered that the people who order books from us *can't* read! They hope that by ordering a few impressive looking fat books to leave on their coffee table or bookshelf, they'll be able to hide the shameful secret of their illiteracy from their friends and neighbors! That's okay with us, because since they can't read, we can charge them any amount we feel like! If you *can* read this, then you know what a rip-off book clubs are and can share in our mocking of those less fortunate than yourself!

Choose any 4 books and save up to \$2,731.17.

You simply agree to send us a blank check every month for the next two years!

The Fat-Book-of-the-Month Club, Inc.
451 Voluminous Rd., Manypages, PA 17011

Please enroll me as a member of the Fat-Book-of-the-Month Club. I understand that the books I order will not necessarily be the books you send. That's fine with me. The fact that I have enclosed a blank check made payable to you is proof that I am just the kind of gullible customer you're trying to attract. I agree to say good things about your club even if it turns out to be the worst thing in my life.

Indicate by number the 4 books you want.

Name

Address

City

State Zip

A B FOLD BACK SO "A" MEETS "B"



A  **B**

WHAT GROUP
DISPLAYING
DEVIANT SEXUAL
BEHAVIOR DID
THE MEESE
COMMISSION
OVERLOOK?



FOLD PAGE OVER LIKE THIS!

A B FOLD BACK SO "A" MEETS "B"



TV
EVANGE -

LISTS

A B